

The STORAGRAM

KAUFMANN'S
FIFTH AVENUE PITTSBURGH





OCTOBER

October turned my maple's leaves to gold;
The most are gone now; here and there
 one lingers;
Soon these will slip from out the twig's
 weak hold,
Like coins between a dying miser's fingers.

—T. B. Aldrich

The STORAGRAM

The management does not see this publication until it is issued, therefore assumes no responsibility for articles printed in it

Published monthly by and for the employees of Kaufmann's "The Big Store"; printed and bound in our own printing shop

Vol VII

Pittsburgh Pa., October

No. 9

AN ENVIABLE RECORD

Mr. P. J. Gavin of the Forbes Street Service Station has an unusual record in suggestions made over a period of five years.

The remarkable fact about the record is not so much the number that has been turned in and accepted, but their variety. Mr. Gavin is interested in giving the best service to the customer, and thinks of service from many angles—not only from his own department.

Some of the suggestions which have been adopted are:

1. Improvement in the system of delivery of fur goods from storage.
2. Using special boxes and wrappings for gift packages.
3. Floormen to assist customers in making sure of correct address of gifts at Christmas time.
4. Using lot number in filling orders which are packed in more than one parcel.
5. Separate sheet for basement special delivery.

Someone who knows Mr. Gavin and his methods well says that when he gets an idea that some point in service needs to be improved, he does not hastily criticize it or make a quick recommendation, but considers the problems from all angles, getting all the information on it. Then he weighs the various solutions, and when one appears to him to be useful, easily installed and bringing about the necessary improvement, he submits it to the Committee on Suggestions. With such a background of preparation and the suggestion clearly stated, it is sure to be considered seriously and very frequently accepted.

The satisfaction of planning and seeing an improvement go into effect is a greater reward than the cash prizes in Mr. Gavin's opinion—and he has received about \$100 in prizes.

Interest in our work and a willingness to face a problem and try to solve it will create many valuable suggestions and give others of us such an enviable record as Mr. Gavin holds.

New Buyers Introduced at First Buyers' Meeting of the Fall

Buyers and assistant buyers who recently have joined the staff of Kaufmann's were introduced to their fellow-executives at the first buyers' meeting of the fall season, held September 10th.

We are glad to pass on these introductions to all employees, and to assure the new buyers of the cordial welcome which the employees extend to them through the Storagram.

Miss Sophia Cohen has come to us as buyer for our new sportswear department, fourth floor.

Miss Cohen's experience has fitted her admirably for this position and we are sure that she will be successful in building up a strong department. She was employed for ten years at Goldsmith-Stern Company in Baltimore as buyer for coats, two years with Bonwit-Teller, Philadelphia, as buyer for sportswear and suits, and two years with Sachs, New York, as buyer of beach apparel and coats.

Mr. F. X. Donovan came to Kaufmann's on August 18th as buyer of victrolas and records.

Mr. Donovan has held similar positions with John Wanamaker's, Philadelphia, and John Shillito Company, Cincinnati. Previous to coming to Kaufmann's, he was for three years Manager of the Musical Merchandise Division (including talking machines, radio and small musical instruments) of the Pearson Piano Company, Indianapolis.

Mrs. Minnie A. Withrow became assistant buyer in the Art Needlework Department, August 23rd.

Mrs. Withrow was buyer of the Art Department in H. P. Wasson's in Indianapolis, and previous to that buyer of the Art Department in the William H. Block Company.

Miss S. B. McClary is the latest arrival of this group of new buyers, beginning her duties as assistant to Miss Schutz in the Corset Department on September 7th.

Her position prior to this was buyer of the Corset Department of Z. L. White Company, Columbus, Ohio.



Y. M. and W. H. A. Program

CONCERT SERIES AND LECTURES

With the beginning of the fall and winter seasons the activities at the new "Y" include arrangements for leading artists of the musical world to appear at the local organization. The concerts will be held in the Morris Kaufmann Memorial Auditorium and include such well-known national and international artists as Sophie Braslau, Efram Zimbalist, Hans Kindler, Mme. Claire Dux, and Mischa Levitski.

Tickets are on sale for non-members at \$8.50 and \$6.00, for members at \$7.50 and \$5.00.

Another promising program of events in the form of a Lecture Series is offered the members of the Y. M. and W. H. A. The lecturers are leaders of many phases of life; all men of modern thought and culture. Each lecturer has been selected for his ability to make a definite contribution to knowledge. Syud Hassain, Rabbi A. H. Silver, Professor S. H. Clarke, Larado Taft, Glenn Fran, Lowell Thomas, Major Vivian Gilbert, Morris G. Hindus, Dr. Will Durant and John Cowper Powys make up the list of attractions for this course.

SYDNEY J. DICKLER,
Drapery Dept.

The Fashion Revue

The newest fall and winter styles were revealed to the public in our Fashion Show, given twice daily in the Auditorium from September 15 to September 25. The background for the display was formed by rich dark blue and dark red velvet hangings.

The styles shown—from the intriguing negligees to the dazzling evening gowns and wraps—were beautiful and interesting. Coats, dresses, hats—all have many new style suggestions, and one of the most noticeable features was the great variety of designs. Outside of the continuing shortness of skirts and the straight, narrow silhouette, there seemed to be no one predominating motif in line or color. It certainly should be easy to choose a wardrobe this fall to suit one's individuality.

In the sports' costumes from the Misses Department, practical and colorful suits, dress and coats were shown. Combinations of plain cloth with a figured material were in evidence, and practically all the top coats were plaids of equally bright materials. Women's top coats were also of cloth in large designs and all of them fur-trimmed.

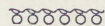
Among the tailored dresses, black seems to be popular, with reds and greens most often visible in the colors. The dresses were straight-line with fullness of the skirt concentrated in the front or at one side. The fullness is in the form of long jabots, plaits or more infrequently the flare.

Undoubtedly the most striking of the Misses' afternoon dresses was the Jenny smoking dress. Very short black skirt, metallic embroidered jacket, white vest, collar and black bow tie, all combined to make an unusual outfit that was extremely boyish and yet entrancingly feminine. In this same group of dresses was displayed one of Chinese design with blue skirt and green over-blouse. Straight dresses with raglan sleeves and two-piece jumper effects were also shown. Of all the dresses displayed, this group had the greatest variety in design and color. The teen-age miss and small woman for whom these clothes are intended looks attractive in almost any style, and she has an unusual array to choose from this season.

One very evident new style in women's tailored and afternoon dresses was the corsage at shoulder or waistline. The corsage is of large flowers, and is especially attractive on a dark dress.

The dividing line between cloth coats and fur coats is in some cases hardly apparent this season. Some cloth coats have more fur visible than any other material, and all have voluminous collars and cuffs of fur. Straight coats are shown, but when there is fullness, it appears in raglan sleeves, bloused backs, and capes instead of the flares of the past year.

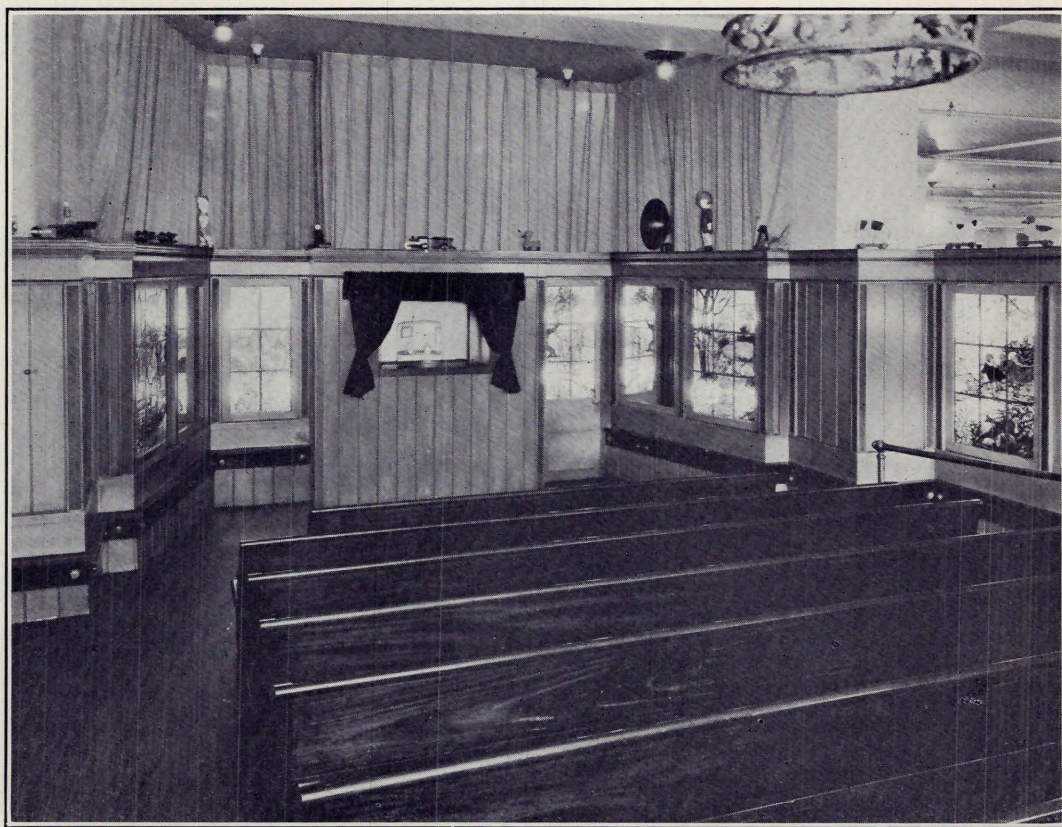
Evening dresses ranged in material and design from the bouffant taffeta to the clinging chiffon. One charming taffeta was a tight bodice with bouffant skirt almost ankle length. Other dresses were short and straight lines, and others with draped skirt for fullness and uneven hemline. These gowns and the wraps worn with them were a fitting close to a display of merchandise of unusual beauty and distinctiveness.



Changes in Departments

A new department has been established known as Excella Pattern Department No. 162. It is located on the sixth floor near the Pictorial Pattern Department.

On Monday, September 20th, Boy Scout Outfits were moved from the Sporting Goods Department, second floor to the Boys' Clothing Department, third floor.



The Magic Midget Theater Always Popular with the Children

If you are on the third floor most any day you will hear kiddies crying. There it is! Oh, it's started! You follow the rush of tiny feet to the Bobber Shop, and there you find, instead of barber chairs and men with scissors, a little auditorium fitted with miniature benches and even a tiny rail.

It takes much puffing and changing to find a seat exactly suitable, but when you have it the next thing is to see inside of the Little Theater. All around the walls are colored glass windows representing Mother Goose rhymes and well-known children's stories, beloved by all ages. A parade of wooden elephants and Tinker people lead to the small stage where a mysterious blue curtain opens a wee bit, just enough to keep curious kiddies in their seats. Fairy music begins to pour into the room, and a little boy exclaims, There goes the radio! A princess in flowing golden robes walks out seemingly through a hole in the wall by the stage, and the play begins. "Once upon a time," says the princess, and the music stops. The curtains fly open, displaying a wee Cinderella in a teeny tiny room. Her cruel step-sister enters. They are not more than five inches tall, yet graceful as any little girl out of dancing school. They pantomime the story while the princess reads—princes slay dragons who puff red smoke from snorting nostrils, fairies whisk in and with a wave of their wands change Cinderella to a princess, storms rage and lightning flashes, and two stately characters go through the steps of a minuet." Now, if you'll clap your hands so the teenie weenies can hear they may come back and bow for you," promises the princess, and they do. There is a new play every week, and a play every half

hour in the afternoon. Are they real live little people? Certainly. They have their tiny apartment backstage where they sew their dainty costumes and practice their little dances. Sometime you may see them, if you truly believe in fairies. The princess upon very special request will take you back of the scenes, and the Teenie Weenie's adopted mother, who is often known as the stagemanager, will divulge the mysteries of the Magic Midget Theater.

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### Pittsburgh's Market Basket

The cost of food has risen since 1913 over the whole United States. In Pittsburgh the rise has been less abrupt than in other cities.

In Pittsburgh, Washington, Detroit and Chicago in 1913 a five dollar bill spent for food would fill a larger market basket than it will today. In Pittsburgh, however, the 1926 basket is nearer the size of the 1913 container than in the other cities.

The Pittsburgh house-wife today must spend \$8.10 to fill the market basket which purchases totaling \$5.00 filled in 1913.

In Chicago the house-wife must spend \$8.50, and in Washington it takes \$8.30 to fill the basket that \$5.00 would have filled in 1913.

The importance of low food prices as an aid in the reduction of the family budget may be appreciated when it is remembered that food takes a greater percentage of the average income than any of the other necessities.

(Courtesy-Peoples Savings and Trust Co.)



## Executive Training Course—1926

|                            |         |                          |               |
|----------------------------|---------|--------------------------|---------------|
| Sylvia Arnold.....         | 1729    | Oscar Radin.....         | 103-03        |
| Ruth Barry.....            | 146-53  | Mrs. Margaret.....       |               |
| Mollie Berkowitz.....      | 210-46  | Richardson.....          | 78-18         |
| Raymond Brautigan.....     | 38E76   | Mrs. Margaret Riley..... | 123-01        |
| Marguerite Clarke.....     | 620-16  | Margaret Robinson.....   | 110-14        |
| David Cohen.....           | 9-53    | Sam Sugerman.....        | 14-56         |
| Wright Cornell.....        | 29E610  | Gertrude Strouse.....    | 640-24        |
| Albert Daschbach.....      | 14-28   | Hazel Singleton.....     | 640-19        |
| Mrs. Lillian Field.....    | 10-03   | Louise Stephenson.....   | 640           |
| Belle Fineman.....         | 620-04  | Neva Weeks.....          | 103-71        |
| Paul Flynn.....            | 54-02   | Max Weyl.....            | 14-66         |
| William Goldstein.....     | Extra   | Abe L. Winer.....        | 14S482        |
| Joseph Haas.....           | 103E106 | Blanche Wool.....        | 46-25         |
| Jeanette Harris.....       | 58-04   | Mrs. Baker.....          |               |
| Daniel Harrison.....       | 16-16   | Sam Spokane.....         | 59 Stock      |
| Marie Joel.....            | 17-56   | Mr. Robson.....          | Garage        |
| Mary Kirby.....            | 131-44  | Helen Campbell.....      | 20-01         |
| Ida Kirsch.....            | 252-03  | Margaret O'Brien.....    | 42-K 102      |
| Mrs. Byrd Leman.....       | 21      | Mildred Silverman.....   | 42-07         |
| Robert McGee.....          | 55-22   | Mary C. Corl.....        | 32-26         |
| Oliver McLain.....         | 55-20   | Sam. Applebaum.....      | 59            |
| Herman Netzer.....         | 51101   | Laura Aires.....         | 19            |
| Lorenz Broecker.....       | 272-18  | Harry Clemens.....       | 43-02         |
| Mrs. Mary Ochenreider..... | 36-02   | Lester Debalt.....       | 55            |
| George Oldcerp.....        | 11-42   | Celia Foster.....        |               |
| Mrs. Agnes Oswald.....     | 54-05   | Mrs. Fisher.....         | Budget Bureau |
| Virginia Parsons.....      | 103-15  | Henry Solof.....         | 11-19         |
| Sadie Quinn.....           | 123-34  | Agnes Simpson.....       | 252           |

The registration for the Executive Training Course was not closed at the time the Storagram went to print, so the list given here may not include the names of all who have begun the course

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### Pittsburgh Honor City at Sesqui-Centennial "Big Store" is Represented

Art and Industry foretell the greater future that awaits our "Smoky City" at the Sesqui. It is the only municipality represented by a large exhibition at the exposition. The building was erected at a cost of more than \$100,000 and is of the modern geometric style. Various sections are decorated with heroic figures symbolizing Pittsburgh's history. The building is surrounded by most attractive landscaping and the interior is finished in elaborate style.

Statues of Henry Clay Frick and William Pitt, the founder of our city, adorn the main entrances. Four large pictures portray the industry and trade of Pittsburgh, as well as eighteen other large paintings owned by Mr. E. J. Kaufmann, which are distributed throughout the rooms. Carnegie Museum is represented by models of "The Evolution of Transportation." The statue which stands at Federal and Ohio Streets on the Northside, entitled "The Studious Workman," is reproduced as true as the original. A replica of the "Fort Pitt Blockhouse" is attracting much comment. Many other exhibitions depict the vast industries of the Pittsburgh district. One in particular, an 1,800 pound lump of coal, is shown as one of the chief industries of the region.

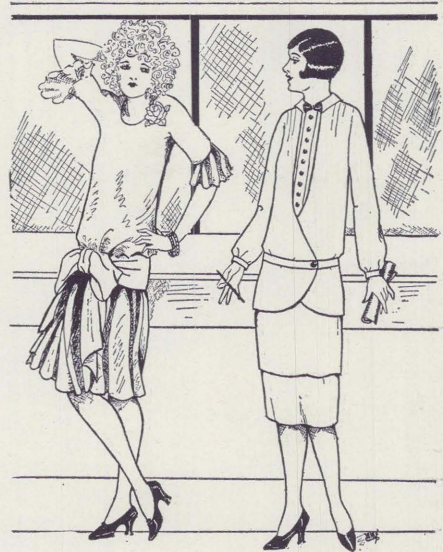
September 23rd was known as "Pittsburgh Day." The thronging visitors headed by Mayor Kline and the Council were given a celebration which will not be forgotten for many a moon. Hundreds of people from Pittsburgh and other large cities have visited the Sesqui and the Pittsburgh building especially. Our structure is drawing world-wide comment as well as applause from our own country-folk.

SIDNEY J. DICKLER,  
Drapery Department.

## Dress Regulations

With the beginning of October and colder weather, comes the winter dress regulations.

From the employees' point of view dark clothes are most practical because they are becoming to all and are most easily kept in good condition. From the customer's point of view, a staff of employees in trim, tailored clothes gives an impression of more capable satisfactory service, and increases her confidence in the store.



Observe the two sketches given here. There can be no question of which is the more appropriate for business. The short-sleeved ruffled one would be a very pretty party frock, but think how badly it would look after a few days' hard service. How much neater and more business-like does the other girl appear.

Let's choose our clothes wisely and give to the public an appearance of being uniformly well-dressed.

## OFFICIAL NOTICE

The following dress regulations are to be observed starting Monday, October 4th.

*Dresses*—Dark blue or black.

*Suits*—Dark blue or black tailored suits with either a blouse to match or a white blouse are appropriate.

*Sleeves*—Should be at least to the elbow.

*Jewelry*—Fancy jewelry (beads and earrings) should not be worn.

*Lipstick and Rouge*—When used, should be applied in moderation.

We will appreciate your living up to these regulations.

—KAUFMANN'S.

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Customers make an effort to be definite in giving delivery instructions over the telephone, and yet this is what happened in one case:

Customer: (giving name and address to operator)

Mrs. John Smith,  
Main Street,  
Boundera Plan.

Operator: And where is this?

Customer: It is just 5 minutes' walk from where I used to live.

ANN ADAMS,  
Shopping Bureau.



# The Storagram

## CONSULTING EDITORS

J. M. MEYERS

M. A. MALONEY

## EDITOR

HELEN BAKER

## ASSOCIATE EDITORS

HARRY BROIDA

HELEN HART

C. J. HANLAN

THURMAN MILLER, Cartoonist

PEGGY WIELAND, GEORGE DETRICH, Artists

OCTOBER 1926

## If You Can Laugh at Yourself, There's Hope!

"No man hates him at whom he can laugh," wrote Ben Jonson in the sixteenth century.

We hate that which we fear, and we never fear what we are able to laugh at.

When we laugh at something it is indicative of a feeling of superiority.

The reason we laugh at the farmer who buys the gold brick in the vaudeville show is because we feel that we would know better. We feel superior to him.

When someone makes mistakes we have outgrown, we can laugh indulgently because we know better and feel superior.

The same is true in the happenings of life. Those things you are able to laugh at are the ones over which you feel superior, and those at which you are unable to laugh, you fear.

It is when you are able to laugh at superstition and the bugaboos of ignorance that you demonstrate you have advanced beyond them.

When you accept them with deadly seriousness you demonstrate that you are their dupe.

If you can laugh at personal slights and hurts it shows you are superior to them.

When you can laugh at your own embarrassing predicaments it shows that you are bigger than they are.

If you can laugh at the sudden leaping up of bad luck it shows you are still unvanquished.

It is when you can laugh at yourself, at your own mistakes and foibles, that you demonstrate you have sanity and balance.

It is when you can no longer laugh at life that worry begins to consume your heart.

As long as you can laugh at your misfortunes, mistakes and embarrassments, you show that you are still superior to them.—Contributed to the Australian *Pep-O-Gram* by R. M. Fox.

## Are You Guilty?

Recently a fellow-worker, Miss Merwin we will call her, was shopping early one morning and returned to her department with a tale of woe. Her work was such that she could not be away from it long, and she wanted to make several purchases in the time allowed.

This was her experience. In the first department, she picked out what she wanted without any assistance from a salesperson. Then while she was waiting to make the purchase, an employee from a neighboring department walked up to the table, picked up the particular item that Miss Merwin had chosen, looked it over critically, and then returned it with an "Oh, did you want this?"

In the second department, the salesperson treated the employee-shopper very disinterestedly. Miss Merwin said "I bought the — — — in spite of her, rather than with her help."

In the third department, Miss Merwin was looking at some merchandise displayed on a table when two salespeople with other merchandise in their arms, came up, pushed the articles on the table to one side, and piled the new merchandise there without apology.

This is an unusual series of incidents to happen to one employee in a short time, but it is to be regretted that even one fellow-worker should have that feeling about the others. She felt, and justly so, that her time was valuable, and that she was as eager as anyone to get the right merchandise. The management permits the fellow-worker to have time off to do necessary shopping; each salesperson should continue the courtesy in service.

Consider your own experiences. Don't you expect courteous service whenever you are shopping, and aren't you displeased if the salesperson helping you seems unwilling and disinterested? On the other hand, are you always courteous to the employees shopping in your department? Do you offer to help her promptly and do you show that you are interested in selling her the articles which she wants?

Courtesy is fundamental to good-will with customer or fellow-worker. Generously distributed, it returns to you redoubled.

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An Evil Tool

A Chinese legend describes how the Father of Sin decided to have a sale and dispose of all his tools to anyone who would pay his price.

The implements were laid out in a row for inspection and among others were tools labeled "Malice," "Envy," "Hatred," "Jealousy" and "Deceit." Every one had a price-tag on it. Apart from the others lay a harmless looking, wedge-shaped tool, very much worn from use, that was priced a great deal higher than the rest.

One of the buyers asked the Devil what it was. "That," he answered, "is Discouragement; and it's in fine shape."

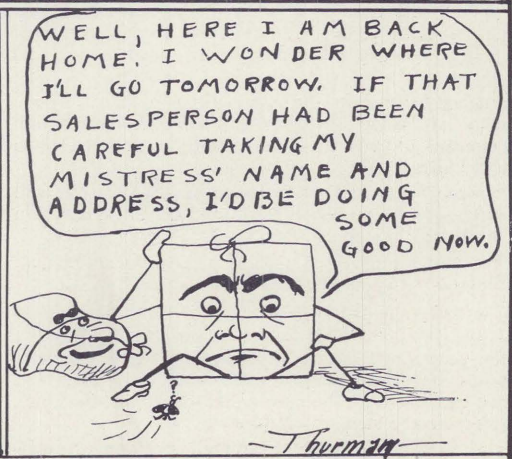
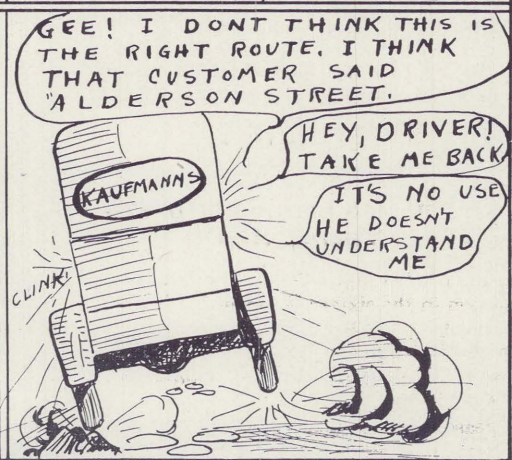
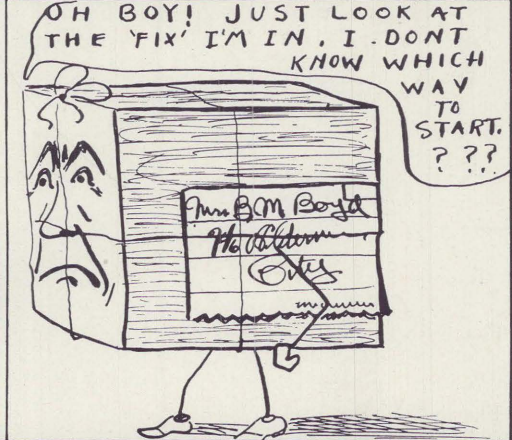
"But why have you priced it so high?"

"Because it is more useful to me than any of the others. I can pry open and get inside a man's consciousness with that wedge when I couldn't get near him with any of the others. And believe me, once I do get inside I can use that man in whatever way suits me best. Of course, you'll notice it is well worn. That's because I use it with nearly everybody, for very few of you mortals know that it belongs to me."

However, the price was so high that this particular tool was never sold. The Devil still owns it and is still using it.—Ambassador.

ONLY THE BEGINNING

OF
THE ADVENTURES OF A BAD ADDRESS



What is the correct way to take a customer's name and address?

1. Call back the name.
2. Spell it.
3. If the customer says to you "Thirty five sixty three," repeat the number by saying "Three five six three" (3-5-6-3).
4. Call back the name of the street
5. Spell it.

6. Ask for the section of the city in which the street is located
7. If it is a rural route, get as definite a location as possible, as: Near red brick church, left side of road going out.
8. Print capitals.
9. Write distinctly.
10. Show the completed sales check to the customer, calling attention to charge and sending addresses.



Department Reporters



Basement—Miss ESSTREICHER—Dresses
N. S. Warehouse—R. M. SMITH
1st Floor—D. K. THOMPSON—Jewelry
MISS LEMON—Stationery
MR. SIMON—Drugs
2nd Floor—DANIEL SPISAK—Sporting Goods
JOE MILLER—Cameras
3rd Floor—MISS E. MILLER—Infants' Wear
MRS. C. McLAIN, Juniors
4th Floor—MISS McGOWAN—Furs
5th Floor—MISS McCORMICK—Millinery
DAVE GLUCKMAN—Shoes

6th Floor—MR. GREER—Wash Goods
MR. ROTH—Barber Shop
MISS EPSTEIN—House Dresses
7th Floor—MISS SCHILLING—House Furnishings
8th Floor—MR. NICK KOLLING—Furniture
9th Floor—MR. DERBY—Draperies
10th Floor—MISS HALEY—Alterations
MISS SOBEL—Auditing
11th Floor—MRS. FIELDS—Gift Shop
12th Floor—JACK LAGORIA—Stock Room
Forbes —P. J. GAVIN—Delivery
JOE HADLEY—Garage

* * * *

Fourth Floor

The entire floor presented Mr. Heyman with a large basket of flowers on the day that he returned from his European buying trip. Mrs. Durham was also presented with a large bouquet of flowers from her department.

On Friday evening, September 13, Mrs. Durham entertained her department at a dinner party in her home. The dinner was delicious and the party a success. Everybody had a good time. Miss Frencheck entertained by giving a classic dance. Miss Anderson and Miss Swartz were the star Charleston dancers. Miss Lange claims that she likes to sit on the floor—we don't blame her, she looks very artistic. We wonder why Miss Waugaman was anxiously waiting to hear the sound of a Studebaker, and why Miss Halbert and Miss Reed left early. Popularity! We also had a few collegiate dancers—Clerg Durham, Mary Mayer and Saul Shaffer.

Mrs. Durham then distributed strands of pearls and slave bracelets to the girls and a tie to Mr. Shaffer. She also gave an interesting talk about her trip abroad. We were sorry that Miss Finegold was not with us. She is still at home recovering from an illness.

For a long time, our sport section has been without a buyer, but it was worth while waiting. We have with us now Miss Cohen, formerly from Sachs, New York. Her ambition is to build up one of the best departments in the country which we are sure that she will succeed in doing.

The Fourth Floor surely is the training ground for floor superintendents. Just a short time ago Mr. Smith was promoted, and now Mr. Broecker is moving up from floorman to floor superintendent. Congratulations.

Our Mr. Flynn has been wearing a new suit every day since the fashion show started. Who is she, John?

Miss Connor and Miss McKenna kindly take notice. If you bob your hair, our department will be 100% bobbed. We are all waiting for you.

Miss Morehead is spending her vacation in Toronto, Ohio. It is too bad that it is not Canada.

"Who is that man with a smile?" some customer inquired. It is Mr. Heidler, floorman in the Misses' Department. He has been with us just a short time, and has made many friends among the customers as well as the employees.

Extra! On the morning of September 20, Mrs. Durham was the center of an admiring group. She had just had a boyish bob and everybody "fell" for it.

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First Floor

Miss Katherine Rafferty of the Ivory Goods Section surprised us all by getting married while on her vacation. We wish her much happiness.

Miss Fisher is on the job every day and selling lots of soap as usual. She is doing her duty in chasing the dirt away.

Freda Martin is in much better health at present and we are glad that she can be with us every day now.

Jerome Remark as you all know is getting up in the world as he now owns a car. Don't stay out late at night with your car, Jerome—it is dangerous business.

Mrs. Sullivan of the Drug Stockroom is very much on the job. You should see her fly around up there.

Harold McCall who was our errand boy on the first floor is now working in the Stockroom. We wish him luck in his new duties.

Mary Solomon who hurt her nose at Bear Run seems to be much better and on the job again.

The Stationery Department and also all the other fellow-workers of the store extend their deepest sympathy to Miss Edith Lemon of that Department in the recent loss of her father. Miss Lemon's father was killed by a train on Tuesday morning, September 7.

The Stationery Department welcomes Harry Clemens to their Commercial Department and wishes him success in his new work.

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LOST—Valuable ring on Saturday, October 7; any information about it will be appreciated by Miss McManus, Credit Department, 8th floor,

The Powers Beneath us in

Light, heat, power, ventilation and refrigeration are all important factors in the maintenance of Kaufmann's—both the organization and the building. They are so essential to the store's existence that we take them for granted, and question not "How" or "Why". When some curious soul begins to ask questions, a new world—a source of power—is spread out before one in the sub-basement.

This citadel is presided over by Mr. Lee chief engineer, and Mr. Boyle, "grand-father of the engine room", who has been connected with this service in Kaufmann's for years. Mr. Friedlander, Head of the Maintenance Department, and his assistant, Mr. Gerwig, keep an ever watchful eye on this very important center.

WATER SYSTEM

The sub-basement contains two water pumps which force the water as it comes in from the city supply through-out the building, from base-

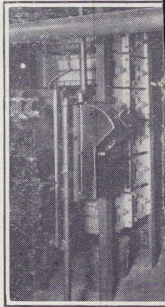
ment to fifteenth floor. The drinking water is carried to a tank on the 14th floor, where it is filtered and cooled and then carried to the various tanks for the drinking fountains on all floors.

There are two instantaneous hot water heaters—one for general use—one for the beauty salon. Thousands of gallons of hot water are used each day.

A very important part of the sub-basement equipment connected with the water supply is the pump for the fire sprinkling system. This carries water through approximately 10 miles of pipe to hundreds of sprinklers.

REFRIGERATION

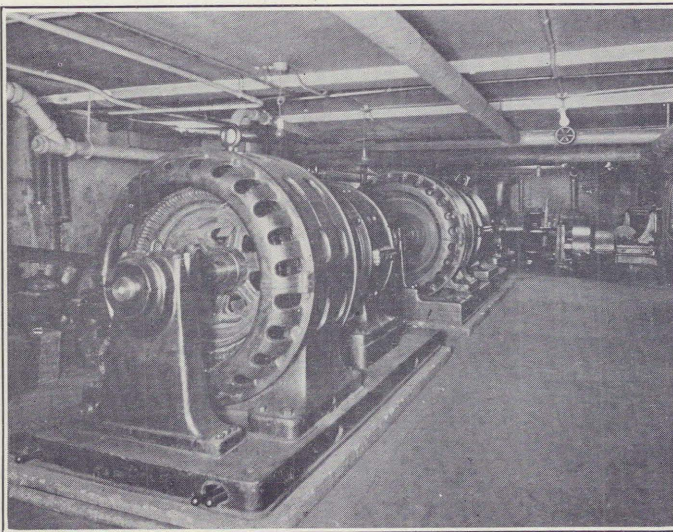
Two views of the ammonia compressors are shown on this page. The upper and smaller one shows the 100 H. P. 550 v. D. C. motor drive for the compressor. The other one (in center of page) is an excellent view of the two compressors.



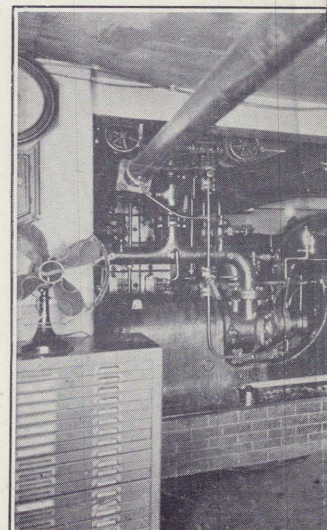
MOTOR
For Ammonia
100 H. P.

By means of ammonia is reduced into two tanks, it is a series of coils in which the ammonia is low water circulating the ammonia p

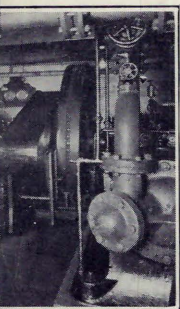
(Below) AMMONIA
For Refrigeration



THE POWER THAT RUNS THE ELEVATORS
Two motor generator sets for supplying D. C. current



The Store's Sub-Basement



DRIVE
Compressor
10 Volts D. C.

se machines, the
in volume as it is
rge tanks. From
carried through
pes or condensers
emperature of the
d by having cold
round outside of
. Then the am-

monia is piped to the various points in the building where it is used as a means of refrigeration. This system is used in cooling the water supply for the drinking fountains, in the refrigeration for the eleventh and thirteenth floor dining-rooms, and for the fur storage room on the twelfth floor.

Another part of the refrigeration system is the ice-plant in the sub-basement, where all the ice used in the dining rooms is frozen, and the brine system of cooling for the soda fountain on the first floor.

LIGHT AND POWER

In one corner of the sub-basement can be seen large double doors on which a red "Danger" stands forth. Back of this is a sub-station of the Duquesne Light Company. This sub-station receives 4400 volts and through it comes all the light and power used in this building.

A photograph of the motor generator sets is shown on this page. These

motors supply D. C. power for the elevators and the ventilating fans.

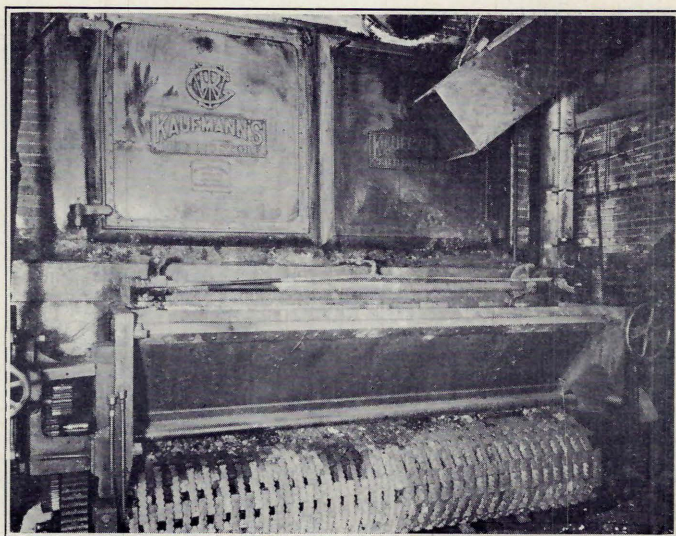
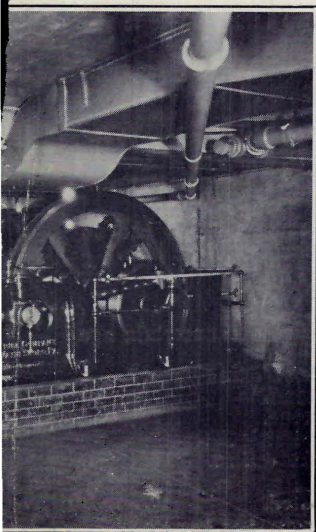
HEATING PLANT

The heating plant with its 500 H. P. boiler heats the entire building during the winter. The photograph below shows the front of the furnace—the coal feed—and the automatic chain grate motor driven stoker.

The vacuum machine for operating the cash tube system also is located in the sub-basement. There are two sets—one for regular service and one for emergencies. In busy seasons, both are used.

The sub-basement is a detached and little heard-of part of Kaufmann's but it is an integral part of the organization. It does not require much imagination to appreciate the importance of this section when we think what would happen to the functioning of the store should there be an interruption in any of these services—light, power, refrigeration or heat.

COMPRESSORS
and Ice Plant



NOT GOOD TO LOOK AT—BUT VERY USEFUL
The heating plant—showing the mechanical stoker

New Books in the Library from Kaufmann's Summer Club

Julia is Twenty.....	Jane Abbott
The Littl'st Lover.....	Ruby Ayres
The Man the Women Loved.....	Ruby Ayres
Old Youth.....	Dawson
The Land of Mist.....	Conan Doyle
The Ancient Highway.....	James O. Curwood
A Man Under Authority.....	Ethel M. Dell
The High Adventure.....	Jeffry Farnol
Joanna.....	Gates
The Love of Mademoiselle.....	George Gibbs
Flapper Ann.....	Corra Harris
A New Name.....	Grace Hill
Appassionata.....	Fannie Hurst
The Best Love Stories of 1925.....	Humphrey
Arrowsmith.....	Sinclair Lewis
Mantrap.....	Sinclair Lewis
Gentlemen Prefer Blondes.....	Anita Loos
Barbara's Marriage and the Bishop.....	Neill
Yellow Shadows.....	Sax Rohmer
Fortune's Fool.....	Sabatini
The Next.....	Sedgwick
A Son of His Father.....	Harold Bell Wright
Father Abraham.....	Bachelor
The Dim Lantern.....	Bailey
The Odds and Other Stories.....	Ethel M. Dell
The Charing Cross Mystery.....	Fletcher
Soundings.....	Gibbs
Balisand.....	Hergesheimer
Instead of the Thorn.....	Heger
City of Fire.....	Grace Hill
Orphan Island.....	Macauley
Man's Country.....	McFarlane
The Barbarian Lover.....	Pedler
The Clouded Pearl.....	Ruck
Cordelia the Magnificent.....	Scott
Ponjola.....	Stokely
Natalie Page.....	Taylor
The Enchanted Cannon.....	Willsie
Beau Geste.....	Wren

A Little Leaven..... Katherine Grey

The books listed above were purchased for use in Kaufmann's Summer Club and are loaned to the Employees' Library for the winter. Most of them are late fiction and in order that everyone may have an opportunity to read them, they will be loaned for seven days only instead of the usual two weeks.

oooooo

Men's Barber Shop

The Men's Barber Shop, located on sixth floor right off the Linen Department, is for the convenience of the men employees of the store. Appointments may be made any time during store hours.

Mr. Roth and his assistant will give you excellent service. Get the habit of using your own barber shop.

oooooo

BEAUTY SALON

The members of the department have sympathized deeply with Miss Lee in her prolonged illness. They are happy to know that she will be with them soon again.

Did you observe the fascinating hair cut on the model who displayed the afternoon smoking dress in the Fashion Show? It is one of the new "bobs" originated by Mr. Anderson of the Beauty Salon.

"Zeke"

Strange that the feller that carries away th' wrong hat allus gits a good fit.

At th' next meetin' o' th' "Worrying Mother Club" a subject o' deep interest t' be brought up is th' devisin' of ways and means t' make more young girls walk home.

A feller that's too drunk to talk, never realizes it.

There ain't nothin' no harder t' do than t' live up t' a written recommendation.

Th' feller what has too much t' say generally succeeds in sayin' it.

Mr. Lee says that "Sweet Aderline" would never make a good national anthem 'cause when people sing that they're generally too drunk to stand up.

A certain floor superintendent radio fan remarked t'other day that he allus like t' go t' sleep at radio church services 'cause there ain't nobody t' nudge him and wake him up.

Wisdom is knowin' what t' do,

Skill is knowin' how t' do it,

Virtue is doin' it.

The main objection t' "Use no slang week" was that too many people couldn't talk.

There is some fellers what would let a good size fish get away so they could lie 'bout it bein' bigger.

Tain't no disgrace t' be knock-kneed if your highest ambition is to be a Charleston dancer.

It's only in th' harsh winter months that th' commuters say a home in th' city is worth two in th' bush.

A good garden'll save money if you don't have t' pay a doctor t' straighten out your back.

Nature sets th' season for straw hats t' turn yellor.

Next to a society bootlegger th' hardest thing t' detect is red ants in cherry pie.

Just as soon as faith in President Coolidge reached a high mark, he commenced t' tell fish stories.

There ain't nothin' that knocks friendship like havin' t' pay for postage due on a picture postcard.

In spite of th' fact that Mother Eve dressed as sparin'ly as any of 'em—nowhere in th' Bible is she referred to as a flapper.

A man in Kansas by the name of Damrich was committed t' th' poorhouse—which helps t' prove there ain't nthin' in a name.

A floor superintendent movin' to Pittsburgh gave th' ol' clothes t' th' Near East Relief, books an' magazine t' th' Salvation Army, an' th' ol' pen points t' th' Cleveland postoffice.

A recent bride on first floor remarked "he had no idea of marryin' me—it was entirely my own idea."

oooooo

A ring of the doorbell and a lady of uncertain age appeared.

"Do you want to buy thome toot 'ittle tittens?"

"Some what? I don't understand."

Another lady appears on the scene.

"Do you want to buy thome too 'ittle tittens?"

"I don't understand" and she smiled. "Will you say it again?"

By this time Johnny was disgusted.

"Aw hell! Do you want to buy a dam dood tat?"

—SELECTED.

Seventh Floor Corn Roast and Barn Dance

The Seventh Floor "Corn-Roast, and Barn Dance," held on Tuesday, September 7th, "went over big," or in other words was a huge success. Through the courtesy and kindness of Violet Boice, the Boice farm was at our disposal.

Picture if you can a modern farm house, located on a large sloping terrace, reaching to the road, surrounded by many fruit-laden trees. Such was the scene of our picnic. Swings were at the disposal of the guests.

The group left the store in private Buses, and machines, and after a delightful drive through the country, arrived at the Boice farm, with huge appetites.

Tables were laid for 125 guests, and decorations were carried out in Kaufmann's colors, Orange and Black, with a large "K" in Orange and Black at each end of the table.

Large floral bouquets, composed of Orange Dahlias, Calandulas, Yellow Gladiolas, placed in Black vases completed the color scheme.

The corn was roasted in a very large bonfire which was a sight worth seeing. About 450 ears of Corn and a score or more of watermelons, several hundred "Barkless Dogs," and everything incidental to such a feast were consumed.

After dinner was served the guests all gathered at the Barn for the Dance. Here also the decoration was in Orange and Black.

Miss Clara Brubaker gave an exhibition Toe Dance and also a Charleston dance which was very much appreciated.

At this time Mr. E. J. Kaufmann expressed his regrets through Mr. Walter J. Crock, due to a previous engagement he could not arrange to come, although he promised to accept the next invitation. He also expressed his hearty approval of getting together and the co-operative spirit of the Seventh Floor.

Mr. O. M. Kaufmann expressed his regrets in a similar manner, as did Mr. Abbott; Mr. H. I. Minnich could not be present because of illness, but sent his very Best Wishes.

Among the guests that were present were: Mr. and Mrs. J. I. Flynn; Mr. J. H. Harris; Mr. Robt. J. Hanna and Mother; Mr. Ed. Ertle, Wife and Son; Mr. F. G. Nicholas; Mr. E. S. Goldstein; and Mr. and Mrs. Clark.

The guests all wore Small Ribbon Orange Emblems, with the letters "K, B, S," meaning "Kaufmann's Big Store, or as Mr. W. J. Crock says "Kaufmann's Boosting Seventh" and suggesting how we may boost:

- { knowledge of Merchandise
- { Keeping Stock Clean
- { indly Feeling toward Each Other
- { Best Merchandise
- { right Displays
- { igit Sales
- { tock Turnovers
- { ticking to Post
- { upreme Service

The committee in charge consisted of:

Mr. W. J. Crock, Chairman; Miss Mary Loy, Treasurer; Mr. Fred L. Green, Secretary. Miss Violet Boice, Hostess. Mrs. Margaret Carson, Miss Mary Sporer, Miss Pauline Ferguson, Miss Mary Whorral, Mrs. Vera Parsons, Mr. Frank Kypta, Mr. Albert Faust, Mr. B. Evans, Miss Laurer.

We wish to thank every member of the committee whose hard work made the party so successful.

Mr. Harris also deserves special thanks for the marsh-mallow toast and Mr. Goldstein for the watermelons.

Now we are all looking forward to another seventh floor get-together.



THE SEVENTH FLOOR
CROWD

Down On The Farm

Here are all those who enjoyed the corn roast and barn dance at the Boice home. The picture was taken before eating and the happy smiles are in anticipation of the food and good times that were coming—and no one was disappointed.

Twelfth Floor Receiving Department

Hello, folks, here we are. You don't hear much from us but we are still an important part of the store.

We are glad to have Anna Conroy back with us again, after her recovery from the serious accident she had on Liberty Avenue last April.

Johnny Thack has left out floor to be a salesman in the Camera Department. Good luck, Johnny, and don't try to "high-hat" us now.

We are happy to see Anna Marsico back at work and

well recovered from her operation.

Sarah Mc. must have had a raise. Have you seen that dazzling new red slicker?

Mr. Reizenstein is spending his vacation fishing. We all hope he has a wonderful time, makes many a good catch, and gets by all the fish wardens.

Our checker of men's clothing, second floor, Miss Marjorie Walters, is ill. We all wish her a prompt recovery.

Harry has left us to accept a position with Mr. McGhee in stationery. We wish him much luck.



The Furniture and North Side Service Station Men at Franklin

* * * *

Furniture Department

Many of the furniture bunch had late vacations. All of them report pleasant ones—some exciting—some just restful. Now we're all together again—ready for live business which is here.

E. L. LaGrange and O. L. McLain spent a lively two months at Camp Hay-Hay! at Neville Island. One snap-shot taken there reveals someone doing acrobatic stunts high o'er the Allegheny. Which one of our friends is practicing for the circus or a high diving championship?

We offer our sympathy to Mr. C. C. Wood who lost his mother in August.

Mr. Frank Gabig has been ill with the flu. We all wish him well (soon).

Mr. M. A. Hurney is back on the job again after a week's struggle with the flu. Mr. Theodore Heil also has been on the sick list for the past week.

Mr. Clarence Triplett says he is glad to get back again after one week's rest. He keeps things just right. Apply on the 8th floor "Shining Department" for instructions in the art.

Mr. Louis M. Dean spent his vacation between Erie and Butler. The two weeks passed away alas too soon—but the rest did strengthen his lungs, for his call is clearer than ever.

Mr. B. T. Smith is on an extended tour through

Alaska. He plans to return about the last of October. We hope Dame Fortune will return him safe and sound.

Mr. Bernard J. Flory is down in New York, speeding at Top Notch in his new automobile. He will be on the job again in two weeks. We hope he gets a much needed rest.

FURNITURE OFFICE

Miss Anna Fay feels bigger (I mean better) since her vacation and if we don't get too busy she'll take another two weeks later. Miss Fay belongs to the famous Stand-By Club.

Miss Rose Bianchi is tapping away as lively as ever. She spent her vacation in little old New York.

Miss Helen Johnson of the Interior Decorating Department is back after a three months' trip, two months spent in Maine and one in New York. In the latter place she was exploring everything pertaining to interior decorating.

Mr. E. L. Malapert, Manager of the Interior Decorating Department, has been absent for a number of weeks, recovering from an appendicitis operation. The eighth floor wishes him a speedy recovery.

Mrs. F. Leffel is now hostess of the House Charming. Mrs. Leffel was transferred from the French Room of the Millinery Department, and is very welcome in the House Charming.

Shoe Findings

The shoe business in our department may be likened to the coming football campaign. It is booming, and is on the fast approaching horizon, which makes Mr. Cohen wear a smile that won't come off, and Mr. Walters, an effervescent one. Mr. Cohen has added a very fine finished performer to his already well balanced team in the person of Arch Grip, DeLuxé Model. He is a first cousin to Arch Grip, and has his cousin's corrective "fighting" features together with an added conservative novelty punch, which will make him a powerful scorer in the campaign near at hand. He carries the ball when signal \$8.50 is called.

"Shorty" Miller's late vacation came to an abrupt end when the machine in which he was traveling to Atlantic City also came to an abrupt stop after hitting a pole at Duncansville, just 8 miles east of Altoona. It was such a sudden jar that "Shorty" catapulted into the Altoona hospital with a bruised hand. We feel for him, and wish him better breaks (brakes) next time.

Since Fitzpatrick has finished taking his driving lessons in his spiffy Davis roadster, the constables and sheriffs no longer haunt him in his dreams, but are pressing him for interviews.

Our stock-fellow, Walt Patros, wears socks that surpass in tone the R. C. loudspeaker. They were advertised as the socks that carry a knockout guarantee.

Dr. Price is a qualified farmer now. He has a young farm at his residence in "Beechview Gardens."

Jack Carroll, we wonder whether he is related to Earl Carroll. Judging from the graceful patent leather dancing dogs he wore one day, I think he must be a close relative.

The girls don't like the presents Mr. Grauer, sales supervisor, has for them every morning.

The quotation, "you'll get your reward in heaven," isn't always applicable. One of our out-of-town customers seemingly well pleased with our service or our shoes, sent us through Mr. Walters, a basket of pears. They were delicious and Oldoerp is still seen smacking his lips. Many thanks to this party.



MISS CORINNE BIGGE

Miss Bigge who has been one of the lively as well as efficient cashiers of the fifth floor Shoe Department recently has been transferred to the selling staff in the same department.

We are sure that Corinne's good nature and industry will make her successful in selling.

Mr. Edwards spent one week at the annual encampment of the 80th Division at Leesburg, Va. The army

mule must have given him a kick from the amount of pep he now shows.

Curka, Men's Department, has a fine bag of tricks in his repertoire. He knows how to shift his cards when it comes to getting special orders.

Due to Miss Lytton's prolonged illness, Miss Katz will succeed her in the role of the Countess Vamp.

Mr. Murraray, popular salesman in the Men's Department, has left us to take up his duties in the same capacity at Stone's in Cleveland. In his place, we have Mr. Kistler, who will uphold Mr. Murraray, and then some, as a sheik.

Mr. Durlap has also left to take up his duties elsewhere.

We welcome to our fold, Mr. Knorr, Mancuso and

Messareli of the Shoe Repair Shop, as well as Mr. O'Boyle and Mr. Fallon of the Selling.

Miss Rosenberg left us recently to assist her sister in her French millinery shop. Our good wishes follow her in her new venture.

Mr. Burns, formerly manager of the Children's Shoe Department, and now merchandise manager of the Buster Brown Shoe Company of St. Louis, recently gave us a visit. He carried along with him his bewitching smile, and certainly looked very prosperous. He says he is very much taken up with his new duties and is well established there.

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## Tenth Floor

The Auditing Office has been maintaining its reputation as a successful training ground for brides. Rose Ault recently made the important promise to honor and obey. Mary Bernard was married during her vacation—she too promised to obey and learn to cook.

A miscellaneous shower was held in honor of Emma Snack, whose marriage to Frank Lyda was recently announced. The shower was given by her sister on Tuesday, September 14. A dinner was served to thirty-five.

"SCANDALS FROM EMMA'S SHOWER"

No doubt Pearl Kaminsky would make a more patient wrapper than a speedy one. You bet the groom had a glorious time unwrapping Pearl's package.

Rose believes in leaving all etiquette at home when eating weiners.

An Irish jig was tried by Misses Cass McCaffrey and Mary Durkin, but after a drink of lemonade they soon changed the program.

Esther and Loraine believe in coming in "society time." At least they got there just in time for food.

Be-Be says: "What's in a name if it isn't Leo?"

Winnie says: "It won't be long now," for she has selected October 14 for her wedding day.

A Spanish omelet in an Italian restaurant is a bad combination. Two girls in the bookkeeping office say, never again.

Every one must have noticed the beautiful head light on Ida Keller's finger. It is a beauty. Congratulations.

Have you noticed how pretty Elsie looks with her hair bobbed?

Jean McCabe said that news is hard to find during a fight. What did she mean?

Miss Jewel Foley has left for a trip to New York and Atlantic City. A happy vacation to you, Miss Foley.

Mrs. John Schlosser, better known to all of us as Miss Hilda Dwyer, was visiting in the store recently, looking well and happy. It's queer what Florida does to her adopted sons and daughters—Mrs. Schlosser, after three months' residence there, is already speaking disparagingly of her native state and boosting the "Sunshine State" as a year-round resort.

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Condolences

We, the Mailing and Stenographic Department, take this means of expressing to Katherine Burger and her family, our heartfelt and sincere sympathy, in the loss of their mother, who died September 23, 1926.

We were deeply grieved at the death of one of our number, Miss Rose Marmo, on September 21st. She had become ill about ten days previously and the illness developed into pneumonia. Our department extends its sympathy to Miss Marmo's family.

Labor Day Party Closes Club Activities For This Season

The last two weeks in August were comparatively quiet ones at the Club, but the crowd that assembled for the week-end of September 4th gave an appropriate jolly ending to a most successful season.

More employees than ever enjoyed the opportunities for vacation or week-end parties at the Club this year and all have many happy memories of their days of real recreation at Bear Run.



Mr. Dunn Looks Happy After a Good Dinner

September 7, 1926.

MR. EDGAR J. KAUFMANN,

Pittsburgh, Pa.

Dear Mr. Kaufmann.

We have just returned from a most enjoyable vacation at Kaufmann's Summer Club, and the benefits derived therefrom prompt us to give this expression of our appreciation. We cannot imagine a summer resort, however expensive, equipped to satisfy the desires of its guests, however varied their moods, and types, and purposes, more successfully than this absurdly inexpensive club does.

There were those of us who came here for excitement and found it in the parties, and pranks we played upon one another. There were those who came for sports and found it in tennis and swimming and hiking, etc. There were those who came for the eats and—"nuf ced." There were those who came for a quiet rest and found it here in the beauty of God's country. What can be more restful than sitting in these comfortable chairs and viewing the stretch of green carpet that seems to extend indefinitely, or the beautiful trees rising majestically to the skies, spreading and linking their branches as if to shut out all harm and danger from this blessed spot. Who of us has not felt a peaceful joy envelop us as we watched the beauty of the Falls coming down like crystals playing in the sunlight?

We have come here joyfully and have returned to the city regretfully. We realize the fact that all these advantages that we have enjoyed here are due to the characteristic kindness, consideration, thoughtfulness, and generosity that mark all your activities in behalf of your employees, and as our loyalty is all we can give you in return for this, we take this means of expressing appreciation with a simple "Thank You!" Although this is written by a small group, we feel sure that it expresses the sentiment of all those who know the Summer Club.

Most sincerely yours,

A GROUP OF K. S. C. VACATIONISTS.

No one needs to be told that the last weeks of August were rainy ones, but we can tell you that the rain did not prevent the usual good times at the Club. "Ziggy" Kahn led the men in some exciting contests. The teams decided to be collegiate and took upon themselves the names of Pitt and Tech.

The line-up was:

PITT	TECH
Lagoria	Ullman
Joyce	G. Elsner
Crowley	Ed. Elsner
D. Hohenstein	Durson
Flynn	Pirella

SUMMARY OF EVENTS

QUOITS	
Pitt—3	Tech—1
VOLLEY BALL	
Pitt—1	Tech—2
BOWLING	
Pitt—2	Tech—4
BASEBALL	
Pitt—3	Tech—5
CROQUET	
Pitt—3	Tech—0

The drama "The Lover" presented August 23 was not the least amusing event of that week—when surprising talent was revealed by some of our fellow-workers, as the thrilling story of the trials of true lovers worked out to a happy ending.

Winners of events of that week were:

Bowling—Velma Nedde
500 Party—G. Guckert, Jack Lagoria
Tennis—Becky Sobel

One of the great mysteries of the Club yet to be solved is the origin of the bear that caused four girls to have a midnight parade.

Mr. Roth's barber chair was a familiar sight every Sunday and during his one week's vacation there. Under the influence of sports' life, the girls acquired some daring boyish bobs. You should have seen Kitty Horne's.

The crowd that arrived on the late train Saturday evening, September 4, gained pep at once by the long climb up the hill, and at the corn roast and dance, they proved that neither their appetites nor their feet were lagging.

It rained and the sun shone intermittently on Sunday and Monday. During the showers, music, reading and card games were the chief indoor sports.

When the sun reappeared, there was a general movement out

doors, and the next minute volley ball and baseball games would be in full swing.

Miss Smith, Miss Simpson and Mrs. Snyder, who so capably managed the Club, stayed a few days longer to supervise the cleaning and packing. For another ten months, we must be content with thinking of the Club—of the merry times we have had there—of the pleasant days which we hope to spend there next summer.



A Dangerous Couple

FORBES STREET SERVICE STATION

While the Storagram is designed to supply entertainment and information to its readers, this page is particularly for the Forbes Street Service Station. I appreciate that it could be made immensely more popular if more of our people contributed to its columns. Personals, friendly criticisms, in fact any thing you hear that appeals to you will interest some other person.

With a larger and more varied volume from which to choose there is bound to be an improvement in our columns. Won't you help? Contributions may be signed or unsigned; all will be given consideration.

C. J. HANLAN,
Associate Editor.

Louis Serafin spent part of his vacation at Coles Puddle. First night out his burlap tent blew away. Next morning, Louie blew home.

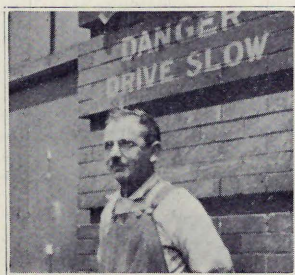
Kelly officiated in Erb's place during the latter's vacation. His cheery "Good-bye Bill" to the belated chauffeur was a fair imitation.

Andy Lenox has perfected a simple device whereby he brings in distant stations on his saxophone. A company is being organized for its development.

Hadley and McIntyre are training at Coles Pond for a try at the Channel about Christmas. It doesn't look hard any more. They might do it.

The Hadleys have a little girl in their home. She is only vacationing, however.

Artzberger and Leese are trying to get a corner on eggs. It would not surprise anyone if they soon start to cackle.



Ned Swaboda

His motto is
"Say it with
Flowers"

We are saying good-bye to the dean of the department, Neddie Swaboda. Mr. Swaboda has been with the firm nearly ten years engaging with them as a harness maker. Since the horses have passed in favor of automobiles, he adapted himself to the change qualifying as an expert trimmer. He has made many friends who unite in wishing him success in his venture into the florist business.

Operations around the service station during the summer months have progressed with a smoothness and efficiency that is highly commendable to management and workers. Many difficulties have come up—particularly in the service calls which include anything from a punctured tire to an overturned truck. The right man is always chosen for the call and the truck is returned on record time. Few shops can boast of as capable a crew as we have right here at Forbes Street.

A popular resort with many of the boys this season was Cole's Pond near Wildwood. Recently McIntyre and Shear spent a week-end there with the intention of doing things. They were equipped with a pamphlet on "Elementary Swimming." All went well for a time, but Cole had to go in for them as the book didn't say what to do when you go down the second time.

Heck borrowed a wood-chisel from Chris Tierhoff. Unfortunately he lost it and reported accordingly. Chris could not see it that way and bought a new one presenting the bill to Heck. Heck could not see the bill and put up a return argument. They got part way in English but this proved inadequate and they threshed it out in their mother tongue. The chisel cost Chris fifty cents and Heck agreed to compromise and pay thirty-five. We suppose Heck will keep the chisel and Chris the handle.



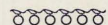
TWO RIGHT HAND MEN AT FORBES STREET
Mr. Erb and Mr. Hadley

Robinson started his vacation headed for New England. Something went wrong with his compass or whatever he was steering with and he arrived in Chicago instead of Boston.

Next year he contemplates going south. Better take your overcoat with you, Bob.

Hunter motored through the South during his vacation. He reported rain every day during his absence. The second day he bought a pair of oars and says things went better after that.

And Peggy, the Press beauty, lives on our street—just across from the shipping room door. For more complete information, see Kelly or Kennedy.



Credit Department

Mr. William Lebling was away from his desk—spending time and money with his family at Shelter Island, New York. Now he's back with a bigger smile than ever.

Harry Gary, Lawrence Sefton, W. H. Snaman, and H. Souder had a pleasant trip to Washington, D. C. All are feeling better after a very restful time (maybe).

Miss Lewis, formerly of the Club Credit Department, is now Mrs. Orian Laughlin of Detroit, Michigan. The department gave as a remembrance an electric percolator set, and as luck would have it, Mr. Laughlin received from his firm a beautiful electric percolator set. I wonder if we must take ours back?

Miss Alma Hofmann, a member of the Stand-By Club, is absent from the Club Credit Office, taking a much needed rest.

News from Across the Pond

The co-workers of the N. S. S. S. wish to extend their sympathy to Mr. McCarthy in the recent loss of his son.

Well, the "Back-to-Nature Girls" are back to work again. Who are they? Gertrude, Helen and Bee.

Don't worry, Beatrice, about the loss of your tonsils—you have plenty of company. (The editor sympathizes with Beatrice.)

Mr. Stork paid a visit to the home of Mr. and Mrs. Charles Jahn recently and left another little girl. Congratulations, Punny.

If you ever hear Mr. Stock talking to his wife over the telephone you'll be amazed that he is a married man.

No, Mr. Gottschaldt did not take another boat ride down the river again this year.

N. S. BOWLING LEAGUE ORGANIZES

The bowlers of the N. S. S. S. have determined this year to have a bigger and better bowling league. At a recent meeting, the following men were appointed captains of the teams:

Bill Bowers —Walnuts
 Andy Lunz —Mahogany
 Edward Brush—Oaks
 Doc. Buttorf —Birch
 Ray Beardsley—Pines
 Gilbert Stock —Poplars
 Chas. Jahn —Maples
 Al. Chiapetti —Chestnuts

There are eight teams in the league and each team has six players, making a total of forty-eight men in the league.

Mr. George Engel, was reappointed score-keeper. On Monday evening, September 13th, the league played the first game.

Mr. Spencer opened the season by rolling the first ball—down the gutter. We hope it isn't a bad omen.

N. S. S. S. GIRLS ORGANIZE BOWLING LEAGUE

On Monday evening, September 20th, eight girls of the North Side made plans for the organizing of a bowling league. Two teams were organized and played that evening. Miss Helen Bishoff acted as captain of the Cocoanuts and Miss Margarette Trainor as captain of the Peanuts.

The first night was a huge success and the girls are looking forward to having a large membership in the league. At one time during the game someone made a strike and there was so much cheering and applause that police reserves were sent from a nearby station. Quite a few men envy the steam which Margy Trainor put behind the ball. When Margy wound up the pin boys deserted the alleys.

We feel sorry for Bill Bowers and offer our sympathy to Mrs. Bowers, both of whom received a severe beating at the hands of three "thugs" recently.

Brownie, our engineer, is back on the job again. We surely missed you Brownie, and hope that foot heals up soon.

STORE BOWLING LEAGUE

The bowling league of the store is in process of organization. Announcement of teams and captains will be in the November Storagram.

If you are interested and have not yet joined, see Mr. Roth, Men's Barber Shop, or Mr. Weiland, paymaster.



SWIMMERS—TAKE NOTICE!

The girls who were "in the swim" at the Y. W. C. A. last year are making plans for more swimming parties this winter. Any girl interested in swimming has a cordial invitation to join the group. See Mrs. Snyder, Timekeeper, for details of arrangements.

Eleventh Floor Notes

Well, vacation time is over. The appearance of sun-burned noses and arms, has returned to normal. The renewed "pep" and live interest noticeable everywhere foretells a very interesting coming season.

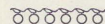
THE CONTRACT DEPARTMENT—quietly tucked away in one corner—is so engrossed with big business that it is next to impossible to worry an article for the Storagram out of its genial and dignified Manager—Mr. A. W. Smith.

Its charming neighbor—THE GIFT SHOP—presents an appearance so distractingly attractive one wonders what its enthusiastic Manager—Miss Fisser—will be able to tempt the dollars from one's purse with next. The display of new "Lalique" Glass is the most complete and extensive of any in this City. Novelties in gifts for the coming holiday season are being added almost daily in bewildering variety.

Mr. Stewart is holding his "campmeetings" very frequently now, which augurs well for redoubled efforts on the part of his men to please the patrons of his attractive Department. His equanimity is nothing short of marvelous, and is often remarked upon by patrons; some going so far as to say they were going to address a note to the firm in commendation of the attention received.

We challenge any eating place in this City to produce any better food at any more reasonable prices than obtained in our DINING ROOM, TEA ROOM, or at our SODA FOUNTAIN COUNTERS. By the extensive patronage it would seem that this is a well-recognized fact.

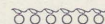
Did anyone notice that our most efficient "Betty-of-the-cash-box" was not found sitting down for many a day after returning from her vacation? We wonder why!



Basement



Miss Kirby, formerly assistant to Miss Green, is now buyer of Children's department in the Basement. Miss Kirby has been in the store over five years. She is well liked by all who know her. Her many friends wish her continued success.



Ninth Floor Notes

Mr. Joseph R. Deihl has returned from a most enjoyable vacation with his parents on their farm out in Huron County, Ohio. Mrs. Deihl and Joe, Jr. are still "farming."

Mrs. M. Dorrance has been vacationing for the last six weeks, taking in a lot of territory. "Minnie" believes in "Seeing America First."

Mrs. Gleason's mother, we are sorry to say, had the misfortune of falling and breaking her arm. We indeed hope she will have a quick recovery.

Miss J. Harris spent a very pleasurable two weeks in the domains of "The Great White Way" or in other words, New York City.

Miss Josephine Buznell, of the window shades, has joined the ranks of the "newly-weds." The department and entire floor wish her a most happy wedded future.

Mary Donaldson has re-joined the 9th floor "B.Y.H. (Bob your hair) Club." And it is indeed becoming to Miss Donaldson.

Stand by Your Company

If you think your company's best,
Tell 'em so.

If you'd have it lead the rest,
Help it grow.

When there's anything to do,
Let the fellows count on you—
You'll feel bully when it's through,
Don't you know.

If you're used to giving knocks,
Change your style;
Throw bouquets instead of rocks
For a while.
Let the other fellow roast,
Shun him as you would a ghost,
Meet his hammer with a boast
And a smile.

When a stranger from afar
Comes along,
Tell him who and what you are—
Make it strong.
Needn't flatter, never bluff,
Tell the truth, for that's enough;
Join the boosters—they're the stuff—
Sing your song!

—*Selected.*

HALLOWEEN MASQUERADE DANCE

Oct. 14

Auditorium
11th
Floor

8:30 P.M.

Fifty cents
Each
Person



PRIZES FOR -

- 2 Most beautiful costumes
- 2 Most original costumes
- 2 Funniest costumes.



Don't Forget x% Mask.

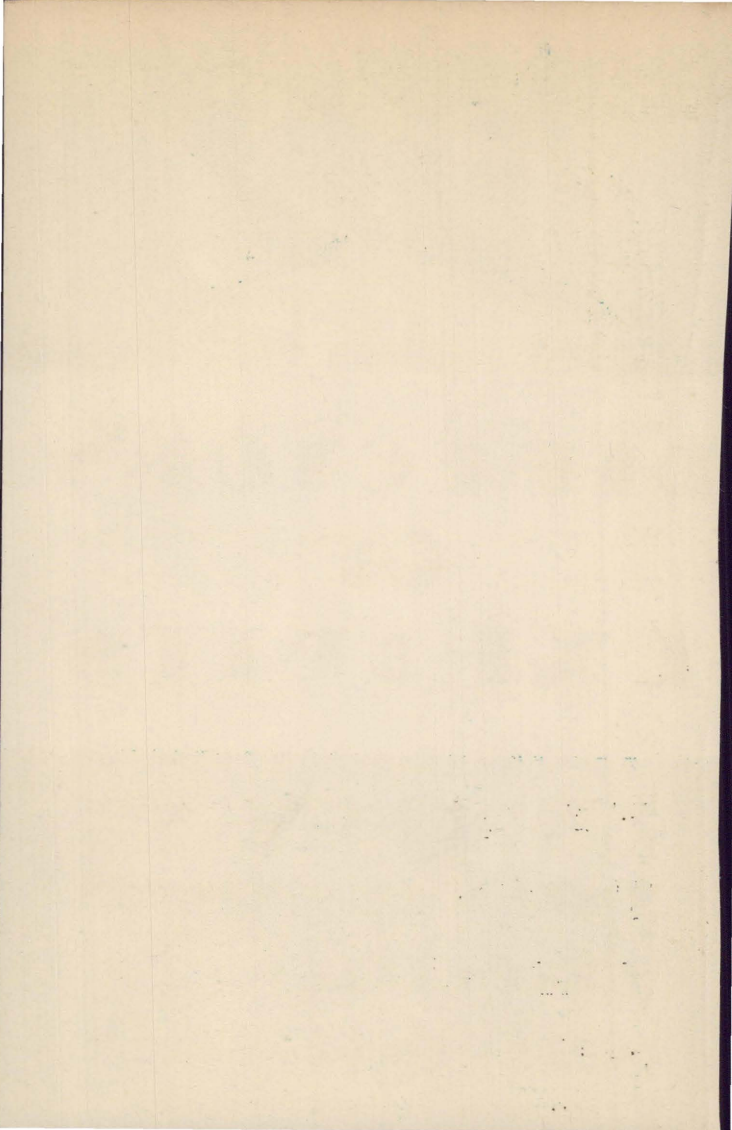
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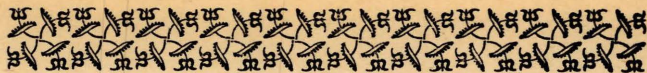


DIRECTORY OF EXHIBITS

**KAUFMANN'S
INTERNATIONAL
EXPOSITION OF
ARTS & INDUSTRIES**

NOVEMBER NINETEEN TWENTY SIX





FOREWORD



ISTORY, minus scandal and violence, largely resolves into a balance sheet posting the debits and credits of commerce. Nations must be financed and wealth is continuously obtainable only through production and distribution.

War, stripped of hypocrisy, oftenest is revealed as a market struggle—to secure outlets and to control raw products.

The world is regularly re-mapped on ledger pages.

Half the present universe was carried back to Europe in the holds of merchant vessels. From the days of Phoenicia, galley and caravel roved strange horizons on barter bent.

Venice, Genoa, Holland, and Portugal were

more interested in fresh trading fields than in geographical discovery.

France casually relinquished Louisiana and Canada to private exploiters and "the John Company" conquered and held India for Great Britain in exchange for exclusive buying and selling privileges there.

Business built empires long before it constructed skyscrapers and smokestacks.

The romance of trade is an epic of vision and service—a saga of seas and swords—a tale of incredible searches and amazing voyages.

The vanguards of culture were *merchant adventurers*, carrying in their caravans and cockleshells, the pollens of civilization, enriching one land with the inventiveness and uniquities of another, breaking paths for colonies and industries.

Knowledge of porcelain and type-printed books came from their packs.

Their warerooms were clearing houses for international surplus, and schools for medieval loom, needle, and chisel.



*Kaufmann's International
Exposition of Arts and Industries*

re-traces their trails with authentic collections covering the thirty great periods of design and all significant cycles of creative genius.

These ancient and medieval masterpieces in furniture, decoration and fabrics, together with the most characteristic modern elegancies, await your inspection throughout the store. The Exposition portrays the progress of vanished races, reflects the grandeur of medieval Europe and traces the evolution of merchandise to its current form. The great periods of design are exhaustively represented with characteristic examples of fabrics, decorative ornaments, jewelry, apparel, weapons, furniture, pottery, pictures and utensils.

About the COSTUMED DIRECTRESSES



On each floor are stationed directresses representing countries from which exhibits have been received.

The costumes worn by them are authentic. With the exception of the Japanese, Chinese and Algerian, the directresses are of the nationality they represent, and each speaks the language of her country.

They will be glad to assist visitors who are interested in the exhibits and will accompany through the store all who wish information, in their own language, about these exhibits.

The nationalities are stationed on the different floors as follows:

<i>First Floor</i>	<i>Hungarian</i> <i>Swedish</i> <i>Polish</i>	<i>Italian</i> <i>Roumanian</i> <i>Algerian</i>
<i>Second Floor</i>	<i>Scotch</i>	
<i>Third Floor</i>	<i>Dutch</i> <i>Syrian</i>	<i>Swiss</i>
<i>Fourth Floor</i>	<i>French</i>	<i>Serbian</i>
<i>Fifth Floor</i>	<i>Irish</i> <i>Russian</i>	<i>Chinese</i>
<i>Sixth Floor</i>	<i>Spanish</i>	<i>Japanese</i>
<i>Seventh Floor</i>	<i>English</i>	<i>Czech</i>
<i>Eighth Floor</i>	<i>Greek</i>	<i>German</i>
<i>Eleventh Floor</i>	<i>Portuguese</i>	

MAIN FLOOR

In the Jewelry Section

A rare collection of semi-precious stones. Aquamarine, golden sapphire, brown and blue zircon, carved aquamarine tourmaline, blue agate, pink jasper, carnelian, jade, crystal, amethyst, and cameos. There are more than eighty of these stones, the private collection of a connoisseur and artist. The majority are hand-carved into marvelous effects by Chinese artists in their native land. A Star Sapphire, a magnificent Aquamarine. These and the other stones which include almost every known semi-precious gem form a collection that we believe is unequalled.

One of the finest collections of original antique watches in the United States, dating from 1590 to 1830.

Exhibit of 17-jewel wrist watch movements. Showing the 128 separate parts set in paraffine.

An exhibit depicting the evolution of American watches, showing the changes that have taken place in the past fifty years.

Batik Panels portraying the manufacture and marketing of silks in the early ages: The Producer, The Distributor, The Ultimate Consumer. The fourth and final panel of the series is across the aisle in the Umbrella Section. Its title is "Achievement."

A model of the gold nugget, "Welcome" which was found near Ballarat, Australia, and was valued at over \$42,000.

An exhibit showing the formation of pearls in the oyster state.

One of the first Dollar Watches made in America.

A giant watch movement—the largest in the world—all parts made in perfect proportion to an average-size watch. It is operated by electricity.

In the Clock Section

A rare cut-steel studded clock of great value, which took years to make.

Antique French Gilt Bronze Clock over 100 years old. A representation of the art of clock making in Napoleonic times.

One of the first brass clocks made in America, using the roller pinion escapement. It was made prior to 1800.

In the Ribbon Section

The process of manufacturing ribbons from rayon. An exhibit showing the various steps in making artificial silk from wood-pulp.

In the Umbrella and Hosiery Sections

A Gobelin Tapestry screen, "The Fish," made from a sketch by Juillerat, who was formerly director of the Aquarium of the Trocadero. The frame was carved by Roustau. Loaned to the Exhibition by the French Government.

Umbrellas and parasols depicting the evolution of umbrellas. A showing of separate parts used in making umbrellas.

Canes, and umbrella handles from all parts of the world—many with extreme historical interest. Theo-

dore Roosevelt's Big Stick of warted oak, grown in the Brazilian swamps; a Borneo Root; a Jerusalem stick, from 300 to 500 years old; and many other interesting specimens.

An exhibit, showing raw silk as it comes from Japan, and the nine different processes which convert it into silk ready for use.

Silk stockings, and how they are made. Showing the processes of production, from the infant silk worm, to the silk thread, to the finished hose.

In the Women's Glove Section

Gloves worn by royalty. These are testimonials to the skill of early craftsmen. The influence of these gloves is discernible in the ornate glove of the present day. Included in the exhibit is a glove worn by Queen Elizabeth at her coronation in 1559; a glove worn by Charles I in about 1625; a glove made for George IV; a glove worn by Anne, wife of King James I; a glove worn by Empress Josephine, of France; gloves worn by Lord Nelson.

A Buddhist painting in oils with the original brocade mounting. It is of the Tenth Century.

A famous Gobelin Tapestry loaned by the French Government, "The Fountain of Youth." It was made from a sketch by the painter Tapissier. It hangs near the escalator.

An exhibit showing stuffed animals, and their hides which are used in the manufacture of gloves. These include the Peccary, the Black-head Lamb, the baby Lamb, and the Kid.

In the Women's Handbag Section

A Flemish Tapestry of the Sixteenth Century. It is noted because of the beauty and unquity of its border.

A Flemish Tapestry of the Seventeenth Century. It is magnificently coloured. Its figures are very small and lend to its interest.

An exhibit of women's handbags of earlier times.

A Japanese Cloisonne Vase which was awarded the Gold Medal at the Chicago International Exposition.

In the Victor Record Section

Historic Japanese Lacquer Hats which were bestowed on Japanese nobles as marks of honor for distinguished services. These are unusual examples of lacquer.

A silk banner symbolizing the might of the Manchu Dynasty. It is a unique example of embroidery, and shows the design also on the reverse side.

An unusual Mandarin Bed Panel of the K'ien-lung period, 1736-1793.

A woman's hari-kari knife, with distaff cartouche of Japanese Royal family. It is of the Tokugawa period, 1615-1864.

A Japanese Obi Brocade of the late Tokugawa period.

A Thirteenth Century Buddhist painting.

A Japanese "Bonze" or Priest Robe of paper and silk brocade.

Exquisite specimen of Satsuma Crackled Pottery. Design shows flying figures from Japanese mythology.

An Eighteenth Century Satsuma Jar. A very rare specimen of Japanese Art.

A Hat made in 1721 and worn by Lord of Nakatsu of the Buzen Province.

In the Men's Furnishings Section

Exhibit of oil paintings, portraying various articles of Men's Wear, by noted artists: Biggs, Gordon, Shaffer, Webb.

A painting by Remington of Custer's last ride.

A bronze statue of Colonel Cody.

The dueling pistol set, hunting guns and swords made for and used by Napoleon III.

A terra cotta statuette representing Napoleon in a Grenadier's costume.

A Vendome Column with a small statuette of Napoleon on top.

A small leather box made in honor of Napoleon at the time of his death, in 1821.

A bronze column with the bust of Napoleon in the center.

A small lacquer snuff box in the shape of Napoleon's Hat. It is over 100 years old.

A terra cotta statuette of Napoleon in religious garb.

A decorated glass bottle representing Napoleon in a Grenadier's costume. It was made over 100 years ago.

A bronze medallion of George Washington. A bronze medallion of Benjamin Franklin.

A group of interesting figurines depicting the different types and castes of India.

A wrought iron and alabaster lamp by Adaire.

Early Persian Tear bottle, with decorations of fishes and birds in gold.

A Balkan "Patronem Tasche" or Cartridge Case, inset with coral.

Japanese Face Armor of the Tokugwa period, 1615-1864.

Celadon Burial Jar of the Sung period, 960-1259.

K'ung-hse Temple jar of Hawthorn pattern, 1662-1722.

Painted and gilded iron Buddha. Indo-Chinese. It is very rare.

A wooden mask worn by women in the Japanese "NO" dance.

A Peacock Blue Pottery Vase of the Ming Period, 1368-1643.

Early Ming Celadon (sea green) Pottery Plates with incised lotus design, 1368-1643.

Panoply of Ispahan armor, inlaid with gold and silver.

A Satsuma Jar of the Eighteenth Century.

A Sang de poule vase.

A stocking worn by King Edward VII when he was Prince of Wales.

An exhibit of interesting Persian utensils including a Ewer and a Water Jar.

One of the first Colonial Kettles cast in America.

A miniature Mexican Saddle and an old Mexican stirrup.

In the Toilet Goods Section

Exhibits showing the process of manufacturing rubber combs, powder puffs, and toilet ware.

A booth of French Perfumes.

For Men: An exhibit of rare and interesting pipes. A miniature pipe factory which actually produces pipes.

Early Seventeenth Century Flemish Tapestry. It is in a splendid state of preservation.

Center-piece and two vases with beautiful painted panels. These were exhibited at the Royal Court Exhibition at Vienna in 1892. They are the best specimens in this country of the work of the Royal Vienna Factory.

A Chinese hanging originally from the palace of a Sixteenth Century prince. It symbolizes longevity.

In the Handkerchief Section

Antique spinning wheel. Handkerchief of the Russian Czar. Handkerchief owned by the Khedive of Egypt.

Antique fans used in the Seventeenth Century.

Modern examples of fine handmade handkerchiefs, and laces from all over the world.

In the Book Shop

A copy of the first edition of the Bible printed at Oxford in 1675; one of the first editions of the Bible printed in United States; first editions of Dickens, Shelley, Keats, Browning and many other rare volumes of great interest to book lovers.

Early Egyptian Writings: A tablet taken from the tomb of King Tatrutumes III, one of the near contemporaries of Tutankhamen.

A plate used by Charles Dickens. Match box of Dickens.

A gold tie pin worn by Charles Dickens until the day of his death. With a certificate from his sister-in-law, Georgina Hogarth.

In the Candy Section

A replica of the Blockhouse at the Point. It is made of Chocolate, is two and one-half feet square and weighs 200 pounds.

An American flag in full color, made of candy.

In the Stationery Section

The evolution of the typewriter, showing models from the original to the present-day type.

Process of manufacture and materials used in making fine writing paper.

An exhibit showing how fountain pens are made.

An exhibit of Eighteenth and Nineteenth Century Spanish and English playing cards.

In the Women's Neckwear Section

Lace mantilla which was worn by the Austrian Empress, Elizabeth.

An old-fashioned paisley shawl.

Various examples of extra-fine lace neckwear.

An exhibit of Tyrolean Hats.

A showing of Hats worn in Spain.

In the Men's Hat Section

Display of Mexican and American Cowboy Sombreros.

A display of hats showing head gear of the country from 1790 to the present time.

A hat worn by Abraham Lincoln.

Various exhibits, explaining the process of construction, and showing samples of materials used in making fine hats.

A model of the S. S. Mauretania, the fastest passenger ship afloat.

ALSO ON THE MAIN FLOOR

Exhibits showing the processes of manufacture, and the materials used in making pearl, ivory, and galalaith buttons.

A flower-maker at work, designing and completing artificial flowers of various kinds.

An exhibit of exquisite laces from foreign countries and America.

A display showing how lace is made.

A huge American Flag, made of lace. It is twenty feet long.

Three 17th Century Flemish Tapestries.

SECOND FLOOR

In the Men's Clothing Section

A group of six full size figures portraying the various styles of clothes worn in the past century.

Wooden Indian Idol, one of the earliest examples of Indian art.

A collection of original oil paintings by noted artists, of modernly clothed men.

In the Men's Shoe Section

A display of footwear loaned to Kaufmann's by a famous London shoe manufacturer, showing civilian and military footwear of many nations from antiquity to the present day.

In the Sporting Goods Section

A machine that makes fishing lines.

Some of the guns and hunting knives Commander Byrd took with him to the North Pole.

Models of famed ocean liners, stationed at various places on the second floor.

A demonstration of motion pictures.

A machine which knits golf hosiery before your eyes.

An exhibit of Archery which has attained much vogue.

A Diver's Suit and machine for pumping air—also photographs of deep sea diving.

In the Luggage Section

The Evolution of Transportation depicted by miniature models of various vehicles from the Indian travois to the modern locomotive.

A running, working model of the famous Van Arsdale locomotive which holds the world's speed record at $112\frac{1}{2}$ miles per hour.

A Costa Rican idol of the Stone Age.

Leather in all its stages of evolution.

THIRD FLOOR

In the Boys' Section

An exhibit from Hungary showing a costume worn by the son of a Prince.

Boys' foreign costumes of historic interest including costumes from Spain, Ireland, Germany, Holland, Russia, and the Orient. There is also on display a boy's English court costume.

A cloth testing machine which shows the wearing quality of material that goes into the making of high-grade mackinaws.

A knitting machine showing the making of boys' rayon neckties.

Boys' hats worn during the years 1880 to 1890. An interesting collection of juvenile head gear.

Hat worn by a Korean boy when he becomes engaged. A Korean boy's hat which is woven of horse hair. A hat from Sierra Leone, West Africa. A hat worn by a head hunter of the Philippines. A bonnet which was worn by a Chinese baby.

A quaint little shack called Tom Sawyer's House. One may look through the window and see a motion picture showing the adventures of Tom Sawyer.

Manufacture of belt buckles, from the raw material to the finished product. An exhibition of the leathers used in making belts.

An exhibit showing the manufacturing process of boys' underwear.

Underwear as worn by boys in 1865.

In the Girls' Section

An exhibit showing costumes of girls of the following nationalities: Scotch, Japanese, Gypsy, Indian, German, French, Czecho-Slovakian, Swedish, Dutch, and Chinese.

A cradle which is over one hundred years old is to be seen in the Infants' Wear Section.

In the Shoe Section

Display of historic English shoes of the Seventeenth and Eighteenth Centuries.

Native Indian and Burmese shoes.

Exhibit showing the materials and processes of construction which go into the making of shoes.

A demonstration of the making of Children's Rubbers.

THE MAGIC MIDGET THEATRE

A miniature theatre operating for the amusement of children visiting the third floor is presenting plays based on the folk lore, traditions and costumes of the following countries:

Week of November 15th—France: "Pierrette."

Week of November 22nd—United States:
"Thanksgiving Day."

Special programs on Tuesday, Wednesday and Thursday of each week. Performances every half hour, daily, from 1 to 5 P.M. Saturday from 11 A.M. to 5:30 P.M.

FOURTH FLOOR

PORTRAIT OF MASTER ROLAND DANA CHASE

By WILLIAM MERRETT CHASE
American

William Merrett Chase (1849-1916), the greatest personality in the history of American painting, was born in Franklin, Indiana, and died in New York City. He received his first important art instruction at the National Academy of Design before going to Munich, in 1872, where his chief master was Piloty. He traveled during his student days and later he led bands of students to the great museums of Europe. His first prize was given at the Centennial Exposition at Philadelphia, in 1876. From the occasion of his first honor at the Paris Salon of 1881, he received many foreign and American honors, including one at Munich in 1883; another at the Paris Exposition of 1900; and the highest honors at the Society of Artists in New York, at Cleveland, at the Philadelphia Academy, at Washington, and at the expositions in Buffalo, Charleston, New Orleans, and Buenos Aires. He was knighted by the Bavarian government in 1905.

PORTRAIT OF BUFFALO, THE MONTMARTRE SINGER

By IGNACIO ZULOAGA
Contemporary-Spanish

Ignacio Zuloaga, Spain's Modern "Old Master," born at Eibar in the Basque country of Spain in 1870, now resides at the village of Zumage in Spain. Zuloaga had a traditional art inheritance from a family of famous armourers.

After a romantic period of struggle in Rome, Paris, and Seville, Zuloaga, despised as an artist, became for three years a toreador and a Lazarello, or vagabond. After this "adventurous parenthesis" he resumed his life of an artist and attained an immediate success in Paris about 1900. He is represented in all of the important cities of Germany, Italy, Austria-Hungary, Belgium, Poland, Russia, Sweden, Spain, Mexico, Argentine Republic, and of the United States.

FRENCH ART IN BRONZE AND MARBLE

This collection received very special commendation when it was shown at the L'Exposition des Arts Decoratifs in Paris, 1925. It shows the trend of modern art in the domains of wood, marble, metal, ceramics, and glass. The sculptors who created these delightful pieces have discarded the dull elaboration of earlier periods to follow a more realistic technique. Included among others in the collection are: Leda, Jeune Fille aux Bouquets, Bronze Girl, Danseuse Nattova S. Yourievitch, The Kiss, Dante, Billet Doux, Bacchante Lure, Joyeuse de balbe sous Temple, and other interesting specimens of French art in the mediums mentioned above.

The series of murals which appear above the elevators were done by Pallesen of New York City. These murals portray the history of costume: Prehistoric, Egyptian, Greek, costume of the Middle Ages, costumes of the Fourteenth, Sixteenth and Eighteenth Centuries, and costumes of the 1840-1860 period.

A booth of toilet articles. A genuine French Sedan Traveling Chair of the Louis XV period is displayed in connection with this booth.

A gown especially created for the Exposition by Lanvin, of Paris.

There is a display of beautiful white, jeweled dresses.

Viennese styles obtained from a new theatrical production of Vienna. They were brought to this country by a noted producer and are shown here for the first time in America.

Gowns especially created for the Exposition by Drecol and Jenny, noted Parisian designers.

THE PHOTO-RADIO MACHINE

Pictures and messages are received by wireless from Paris, London, and New York. This is the first public demonstration of radio photography.

A dress made to be worn at a wedding in 1873.

A collection of miniatures showing Court and peasant costumes of European countries.

A dress of silver and a dress of gold. Especially made for the Exposition.

English and French novelties in sports wear. Colored leathers from which hiking and skating coats are made.

An interesting showing of pelts of many animals in the Fur section.

A woman's aviation suit.

FIFTH FLOOR

In the Women's Shoe Section

A series of paintings and water colors, by Gaston Durel, Paris.

An exhibit of Roumanian arts which includes antique Roumanian Ikons, used as symbols of worship in the churches; Roumanian jewelry; hand-embroidered Roumanian blouses; paintings of Roumanian subjects; articles of religious significance; and a reproduction of the Dais and Canopy used at the coronation of the present Queen of Roumania.

An exhibit showing Japanese lacquered sandals, and the Red leather full length boots as worn by the ever youthful "Peter Pan."

An exhibit showing antique footwear of Greece, Persia, Java, Morocco, and Austria.

An exhibit showing antique footwear of France, Turkey, China, and Spain.

Various displays showing original shoes and boots worn in productions of famous theatricals, operas, etc.

An exhibit showing the various operations in the making of a pair of ladies' welt shoes. It shows cut-outs of the machinery used, and actual examples of material as it appears after each operation.

An exhibit showing Austrian peasant's shoes which were worn on gala occasions; an embroidered slipper of green Morocco leather, made in the city of Fez; a Turkish harem slipper of the period about 1860; and a very old slipper purchased at sale of the personal effects of a well known Viennese Countess.

A display of novel imported leathers from which footwear of fashion is made. This exhibit is intended as a forecast of the coming styles in women's shoes.

In the Lamp Section

An exhibit showing various pieces of Onyx, the world's most beautiful marble, which go into the making of lovely lamps.

A craftsman, who makes and decorates lamp shades, is situated in this section.

A display showing a group of three ancient lamps, a very quaint showing of the source of light in the Dark Ages.

An oil lamp over 60 years old shown in comparison with the modern electric lamp.

A very valuable jeweled Lamp. It was constructed entirely by hand, and is an interesting example of painstaking craftsmanship. In shape, it resembles a pagoda of oriental design.

In the Millinery Section

AN INTERESTING EXHIBIT OF CHINESE ARTS ANTIQUE AND MODERN

An antique Chinese Embroidery, which is over 100 years old, showing the god of Long Life with the Eight Immortals of Taoism. At the top of it appear three figures, which from left to right, represent the god of Long Life, the god of Riches, and the god of Happiness. This hanging is from the palace of Prince Yi, one of the old Manchu families of Peking.

A temple hanging of antique brocade, one of a series of eight pieces presented by the Emperor Chien Lung (1735-1795), to a famous Buddhist Temple in Mongolia.

An embroidered robe worn by a Manchu princess of the famous Yi family when attending a function at the Imperial Palace. Chien Lung Period, 1735-1795.

A Kossu or Woven Silk Coat worn by a Mandarin of Imperial rank, of the Chien Lung Period, 1735-1795.

A collection of Chinese jewelry including earrings, necklaces, and bracelets of jade, carnelian, coral, ivory, amber and other precious and semi-precious stones which were taken from Antique Mandarin Chains.

A group of pillows, wall hangings, table covers of various sizes made from Chinese brocades and embroideries.

An exhibit showing an old Shaker Bonnet worn in the early Eighteenth Century; Bonnets worn in 1790; hats worn during the Eighteenth Century; etc.

A pedal straw hat worn by her late Majesty, Queen Victoria. An exhibit showing hats worn in the Eighteenth Century.

An exhibit showing the Head dresses of foreign women: French, Slovakia, Chinese, Normandy, Russian, Hollander, Roumanian, Germany, and Africa.

In the Art Needlework Section

A display showing a robe made in Iceland 150 years ago; a small embroidered and hand painted stool created by the artist Meyer von Bremen in 1860; and pieces of Tapestry and Cross-Stitch which are over 100 years old.

Painting: "A SCENE OF THE BASQUE COUNTRY" by Sainte Germeir.

A collection of historic American Samplers.

An exhibit showing an embroidered picture made over 100 years ago in Germany; a piece of Gobelin-Work made about 1854; 100-year-old pieces of Tapestry and Cross-Stitch, and other interesting specimens.

A demonstration of Aurora cone painting.

A demonstration of the making of hooked rugs.

Original paintings by L. Floutier, St. Jean de Luz, France.

"THE LEAVES," an original Gobelin Tapestry which was executed from a sketch by Brocquemond. It is mounted on a screen, "THE FLOWERS." Loaned to the Exhibition by the French Government.

AN INTERESTING BASQUE DISPLAY

Basque is the country in which the famous resort "Biarritz" is situated. It is located Northwest of Spain and Southwest of France, being divided into two sections by the Pyrenees Mountains. Our display originated in the French Basque country, the population of which is about 200,000. It is the oldest country of Europe and has kept its ancient customs, habits and old language. The people of the Basque country are dextrous and clever, as is demonstrated by this collection of decorated earthen-ware, decorated plates, lamps, vases and other utensils. The murals which are a part of this exhibit depict the life of the Basque people.

SIXTH FLOOR

An exhibit showing a Chinese Mandarin Coat and Skirt, an antique Negligee of 1856.

A Philippine exhibit showing a hut containing lingerie made in the Philippines. A native Philippine woman demonstrates the art of embroidery.

A group of paintings and water colours by Gaston Durel, Paris.

Two corsets made between 1770 and 1780 are displayed.

In the Silk Section

A papier mache reproduction of an elephant. It is, to our knowledge, the largest papier mache object in the world. The possession of a white elephant was the symbol of a successful merchant of ancient Persia and India.

An exhibit showing exquisite velvets that were displayed originally in the Paris Exposition.

THE PALACE OF SILKS

A gorgeous display consisting of a collection of silks of the finest weaves, from Chinese brocades that are crumbling with age, to the newest patterns of the American silk mills.

An exhibit showing the manufacture of blankets. Each operation is described from the wool as it comes from the sheets to the finished product.

A display showing the type of Chinese shoes worn on bound feet eighty years ago, and women's Manchu shoes.

Steps illustrating the manufacture of rayon. The display shows the various operations of rayon making and a diagram showing how rayon is spun.

A display of various old fabrics showing the evolution of design.

SEVENTH FLOOR

In the China Section

China from France. Interesting examples are plates of services furnished to Lady Washington; Abraham Lincoln; Queen Marie of Portugal; Mikado of Japan; King George of Greece, with design drawn by himself; and many others.

A collection of China plates from famous old English factory. An outstanding feature is one with "Pate Sur Pate" design. Others with beautiful paintings by English artists of world repute.

A Royal Crown Derby China Dessert Plate, one of choicest examples of rich gold work.

Several examples of English Rock Crystal Goblets.

Belleek China from Ireland—some very beautiful specimens of this delicate eggshell china.

From the Royal Porcelain Factory of Russia, a Teapot with Russian Greek style of design. This factory was completely destroyed during the recent revolution.

Old and modern examples of world famous China. Included are plates used by the King and Queen of England and modern pieces with pictures of old English Castles and lovely floral paintings.

Many original models over 100 years old of hand carved mahogany wood, shown with some old pieces of glassware made from these models.

Rich Cut Glass Punch Bowl, mounted on Cut Glass Tray and Pedestal—awarded Gold Medal at Centennial Exposition held in 1905 at Portland, Oregon.

One of England's oldest and best known makers of China and Earthenware sends interesting examples which include fine Dessert Service, decorated with green band and center of fruit and flowers.—Period of 1800-1820.

Fine Specimen Plate—with quaint flower painting, work of Arrowsmith, period 1790-1800.

Fine Specimen of China with peacock design, clearly showing the influence of early Chinese.

China Figures, from Berlin, artistically sculptured, unrivalled for grace of form and beauty of design and colouring. Some of the pieces exhibited are The Dreamer, Korean Dancer, Greyhound.

In the Housewares Section

Aluminium House—showing a complete line of aluminum cooking utensils, and the various materials used in manufacturing of aluminum ware—Bauxite (clay), alumina (white powder), aluminum ingot produced from alumina by the electrolytic process, sheet aluminum rolled from slabs produced by melting the ingot, and various stages of blanks for the making of a panel teakettle.

Display showing a complete line of cast aluminum and cast iron cooking utensils, also an exhibit of the old-fashioned way of cooking, of many years ago.

A display showing raw materials used in the manufacture of paints, enamels, varnishes and lacquers.

This exhibit contains products coming from many parts of the world. An interesting factor in the display is the making of paint with a miniature paint mill.

An elaborate exhibit of Volrath enamel cooking utensils, shown in a model building of high decorative excellence beautifully designed and coloured. It contains also an exhibit showing the materials and stages of operation in making cooking-ware.

Electrical Shop—showing the latest up-to-date electrical home appliances, from an electric curling iron to an electric range.

Exhibit showing an old-fashioned stove, used since 1858, and also the latest improved model of today. Exhibit showing a miniature aluminum airship, baby carriages, also specially decorated and designed fern-stand and standard model carriages for the infants.

Pet Shop Exhibit—Showing an elaborate display of fancy aquarium fish, also monkeys, baboons, a pair of pelicans, and an assortment of rare birds.

Exhibit showing complete self-contained units in a high-grade refrigerator, also mechanical freezing unit and compressor, which are used in electrical refrigeration.

Exhibit of Fire-Screen made in France of the early Louis XIV and XV period.

Exhibit of Flemish Hand-Wrought Fire-Set including andirons, tongs, shovel of enormous size, by the courtesy of Carnegie Museum.

From Sheffield, England, an exhibit showing various hand saws which were made over 100 years ago. One was in use by three generations of carpenters; the

grandson of the original purchaser sent it to the maker in 1922 for retoothing. This saw was originally made about 1822.

Another saw marked John Spear, the name of which was changed to Spear and Jackson prior to 1820. It came into the possession of the firm of Spear and Jackson in 1922, through the son (aged 85 years) of the original purchaser.

Another saw belonged to Captain John Fatherly of Norfolk, Va., U.S.A., the first man who ran a steamboat on the York River. It was sent to Spear and Jackson by his daughter (aged 91) in February, 1923, after being, to her knowledge, in use over 100 years.

A great American tooth cross-cut saw, 5 feet in length, used through the Major Court Treatt expedition, Cape to Cairo.

In the Sewing Machine Section

All-metal hand machine of foreign manufacture. One of the first machines to be placed on the foreign market. It is dated 1860.

A hand machine built in 1867.

A sewing machine model made in 1880. Though extremely crude, it bears a general resemblance to the treadle machine of today.

The type of sewing machine used at the beginning of the present century.

A model which represents the peak of modern sewing machine development.

EIGHTH FLOOR

A series of murals, by Pallesen of New York City, portraying the history of furniture making. Primitive Furniture Making, Egyptian Furniture Making, Greek Furniture Making, Middle Ages Furniture Making, Furniture Making in the time of Louis XV, Early American Furniture Making, and Modern Furniture Making. These appear above the elevators.

In the Floor Coverings Section

A showing of Spanish Alpujarra Rugs. These were used in Spanish homes as rugs, bed-spreads, and table-cloths. They are more than a hundred years old.

An exhibition of beautiful rugs shown originally at the Arts Decoratif in Paris. They are modernistic in conception and were executed from designs made by such famous artists as Fayet, Ghislau, and Benedictus.

A collection of rugs which are masterpieces of the hand-weaving art of Czecho-Slovakia. These hand-tufted rugs received commendation at the Exposition Internationale des Beaux Arts de Paris, 1925; and at the Exposition de Milan, Italy, 1925.

A demonstration showing the manufacture of oval braided rugs, as made by small mills scattered throughout the mountains of Pennsylvania.

A showing of original Axminster Carpets which are over 50 years old. In one of the designs there are sixty colours. That very fine dyes and materials were used is evident because the rugs retain their charm after many years.

In the Furniture Section

A demonstration of the weaving of fibre furniture by hand.

A demonstration of furniture making, showing how upholstered furniture is put together. A wood carver shows how furniture is carved.

A collection of antique Colonial poster beds. An examination of these beds shows the true colonial turning and design.

An exhibit of solid two-inch mahogany panels and veneered panels showing various grades of mahogany with inlays and decorative borders.

Domestic and imported veneers showing the banding of the various woods as used on modern furniture. In the House Charming are two interesting antique Italian Chairs.

An exhibit, showing modern French furniture, a sofa, chairs, a desk, and a coffee table.

A collection of rare antique furniture. This collection is representative of the various decorative periods, examples of the art and craftsmanship of the old masters. An Eighteenth century Console from the Lord Leverhulme Collection; an early Florentine Chair from Isaac Fletcher Collection; a rare Needle-point Screen. Decorated Queen Anne Cabinet. An Andalusian painted Coffe; a Louis the Fourth Chinese Lacquered Commode. Other pieces of equal interest.

A MOTION PICTURE

SHOWING THE MANUFACTURE OF FURNITURE
FROM THE TREE TO THE HOME

The film shows every operation in the making of a suite of dining room furniture, and unfolds scenes

that are equivalent to a trip through every department of a modern furniture factory. A pretty story of American home life has been woven also into the factory scenes heightening the interest of the film. It was produced for the Furniture Manufacturers Association of Rockford, Illinois, and is different from anything of the kind ever undertaken in the furniture industry. The film will be shown every day during the Exposition, the showings are scheduled for every hour on the hour beginning at 10 A.M.

The display rooms on the Eighth Floor are furnished in the manner of various periods of furniture design, showing furniture of the Jacobean type; furniture of Colonial maple type; furniture of Spanish inspiration; furniture showing Italian influence, etc.

NINTH FLOOR

In the Drapery Section

An exhibit showing hand block devices used in printing fabrics, and specimens of material in the various stages of painting.

An interesting collection of old Jouy prints.

In the Picture Section

An exhibit showing a lithographic stone and a series of progressive proofs of the various stages of lithography.

TOYLAND OPENS

The wide world of toys is brought to the children of Pittsburgh in our International Exposition of Arts and Industries.

In childhood all the world is kin . . . and the language of Toys universal. The lullaby crooned to a doll by an almond-eyed babe is echoed in a cottage nestling 'neath the shadow of the Matterhorn. Toys that once listened to young laughter were brought from the tomb of Tutankhamen . . . child's love for play and playthings recognizes no limitations of race or creed, no boundaries of time or space.

If you would again see through the eyes of youth come to Toyland . . . and bring the children, to whom all Life is yet Play . . . in which to revel wholeheartedly and joyously.

An entire half floor of Toys, gathered from the toy centers of Europe and America . . . more than 23,000 square feet which encompass all that child hearts desire . . . with a living Santa Claus to take young hands.

There are numerous displays in this section which are the joy of children. An interesting exhibit is the one arranged by the Pennsylvania Railroad Company.

TENTH FLOOR

Madagascar Exhibit: Raphia panels, Raphia mats, Aloes Parasols, and Aloes Hats. Raffian products are noted for their beauty, originality of subject, harmonious coloring and innate charm.

Czecho-Slovakian Exhibit: An interesting display of native costumes, and the handiwork of Czecho-Slovakian women.

ELEVENTH FLOOR

In the Piano Section



BEETHOVEN'S PIANO

This piano was built by Andre Stein in Vienna during a period from 1794 to 1812. It was owned and used by Ludwig von Beethoven in Vienna.

The late Morris Steinert obtained the instrument from the Streicher family in 1890. The Streichers were related to the Steins, who built the piano.

It is now the property of Alexander Steinert.

PIANO MADE BY JOHN ZUMPE

Between the years 1760 and 1765

Zumpe was an apprentice of Shundi who made Harpsichords at Hamburg, Germany, during the years of 1755 to 1760. Zumpe left Hamburg, for London, in the year 1765, at which time the piano keyboard was standardized. He continued in the manufacturing of pianos until he died. There is an exact duplicate of this piano in the Smithsonian Institute at Washington, D. C. The keyboard of the original Clavichord was the same as on this Zumpe. When Zumpe went to England the natural keys were white and the sharps black. The piano displayed was brought to America by the Reverend Daniel Crantz from Hamburg, in 1825. It is now the property of E. R. Laughead, of Toledo, Ohio.



A machine perforating piano rolls. Showing how piano rolls are made. A very interesting study.

A Mehlin exhibit showing the most highly developed achievement in Piano Forte.

Violin made by the brothers Amati in the year 1595 for Henry IV of Navarre, King of France. The case in which it is carried was made for the Court Officer of King Louis XVI.

World's largest playable Sousaphone.

A drum used by the natives of New Guinea.

An African Tom Tom. Instruments such as this represent man's earliest efforts in producing music. This drum was brought from the Congo.

In the Radio Section

Marine radio receiver and transmitter used for receiving and sending wireless telegraph messages at sea.

A display of parts that are used in the making of radio tubes.

A display showing the lightest and the heaviest of materials used in the manufacture of tubes.

The largest and smallest of radio tubes. The largest one is on display, and the smallest will be shown upon request.

In the Victrola Section

An exhibit which shows the development of the Victrola from the first small instrument to the very elaborate victrola-radio combinations of today. A series of the models showing the development from the first instrument through the various stages to the very latest designs.

An exhibit showing the process of making records, from the raw material to the finished product.

Original oil paintings by noted artists.

An exhibition showing the interior working of the phonograph motor. A cross section of a late model Victrola, showing how the sound is amplified. A special model showing latest developments in electric motors.

Exhibit of foreign records recorded in practically every language spoken today.

In The Gift Shop

LALIQUE GLASSWARE MADE IN FRANCE

Translucent glassware in the form of lamps, bowls, plates, vases and ornaments.

The feature of this unique ware is its decoration with graceful figures. Figures which seem to have caught, momentarily, the motion of a dancer. Many of the Lalique pieces are further accentuated by the use of electric lights which emphasize the delicate lines of the relief wrought into the piece.

Smaller pieces include cigarette trays, perfume bottles.

Some exceptional pieces of Lalique, which were made especially for the Decorative Arts Exposition held in Paris, are shown.

SEVRES CHINAWARE MADE IN FRANCE

in the form of beautiful statuettes, vases and lamp bases. Reproductions of the art of the Fifteenth and Eighteenth Centuries.

The making of these pieces is supervised by the French Government in order to insure high standards. This method has resulted in bringing out the

best that French artisans can produce. Sevres Palace in Paris is really a museum to which artisans bring their wares, to be passed upon by a jury of eighteen or twenty foremost artists. This jury decides from photographs and actual pieces, whether or not the work can receive the stamp of Sevres China and represent "Sevres" throughout the world.

DRESDEN CHINA MADE IN GERMANY

Noted many years for its exquisite daintiness of design and color. Reproductions of the Art of the romantic period of the Eighteenth Century, with its days of dreams and legends. A lovely lamp made with lace china representing a dancing figure. Old-fashioned mantel clock decorated with dainty figures and flowers. Cigarette sets, bowls, vases and plates.

Walnut Wood Jardinieres which are fine examples of the inlaid work and bronze ornamentation of Germany in 1800.

A traveling toilet case of wood covered with leather. It was made in Germany in 1835.

NOTE

We have attempted to give a complete list of exhibits in this, the third edition of our directory, but the magnitude of the Exposition may have caused the editors to overlook some displays. Other exhibits are added from time to time and the locations changed. Please ask questions of the directresses in attendance. They will answer questions and supply information gladly.

KAUFMANN'S

FIFTH AVENUE • PITTSBURGH

